

U. S. S. COLORADO IN SAN DIEGO HARBOR

# SAN DIEGO CALIFORNIA CITY AND COUNTY



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SAN DIEGO, CALIF.



# CALIFORNIA, MARVEL OF THE AGES

"AMONG the states of the Union having a million or more people in 1900, California surpassed all the rest of them in the matter of the increase of population during the ten years immediately thereafter, as shown by the latest census bulletins for 1910. In order that her amazing growth in this particular, during the ten-year period just mentioned, may be the more clearly grasped and appreciated, a few comparisons will be here made.

"Among the states having a million inhabitants or more in 1900, the four that rank next to California in the matter of such growth during the decade ending three years ago, stated inversely in the order named below, are as follows: Pennsylvania, 21.6 per cent.; New York, 25.4 per cent.; Texas, 27.8 per cent. and New Jersey, 34.7 per cent. But the population of California rose from 1,485,000 in 1900, to 2,377,000 in 1910, making an increase of 60.1 per cent.—nearly double that of her nearest competitor.

"This, however, does not fully unfold the whole story of California's just claim to unrivalled distinction.

"Throughout our country's history, from colonial days down to the present time, no other State or Territory within the limits of our great republic ever increased its population as much as 60 per cent. within a like period, after reaching a million or more.

"The nearest approach to these figures ever made by any other State or Territory occurred in Illinois, when she rose from 1,712,000 souls in 1860, to 2,540,000 in 1870, an increase of 48 per cent.

"After a somewhat careful investigation of all available sources of information bearing upon the subject, we feel safe in venturing one more statement.

"There is not a single geographical division of the earth's surface, anywhere, known by any such designation as county, province, state, nation, empire, kingdom or republic, that has at any time within the history of the human race ever increased its population as much as 60 per cent. in a ten-year period, after the number of its residents came to be a million or more, without extending its territorial area, save California, and California alone."

IN 1909 THE POPULATION OF SAN DIEGO, CALIFORNIA, WAS 30,000. IN 1913 IT WAS 90,000, AN INCREASE OF 200 PER CENT. IN FOUR YEARS. SAN DIEGO IS THE MARVEL OF THE WORLD.

## PRODUCTS

California sold during the year 1911:

18,000,000 boxes citrus fruits, at an average of \$1.80 per box, F. O. B. California.

The total production of beets was .....	328,000,000	pounds
The total production of barley was .....	40,000,000	bushels
(Almost one-fourth of the total production of the United States.)		
The total production of wheat was .....	9,000,000	bushels
The total production of hay was .....	3,800,000	tons
Almost the entire world's supply of lima beans .....	96,000,000	pounds
California produced almost the entire world's supply of French prunes .....	175,000,000	pounds
Total deciduous fruit crop .....	30,000,000	bushels
Most of the wine of the United States .....	45,000,000	gallons
Raisins .....	100,000,000	pounds

Supplied the country with dried peaches and apricots.

Exported millions of cases of canned fruits.

California cherries sold in eastern cities for \$2.00 a pound.

One-half of the English walnuts of the United States (30,000 acres) produced crops worth \$3,000,000.

Olive oil .....	1,000,000	gallons
Pickled olives .....	1,000,000	gallons
Almost the entire American supply of mustard seed .....	\$3,000,000	
Lumber .....	\$18,000,000	
Wool .....	12,000,000	pounds
Oil .....	100,000,000	barrels
Gold .....	\$20,000,000	

# THE CITY OF SAN DIEGO, CALIFORNIA



In the extreme southwestern corner of the United States is a spot far-famed for its wealth, beauty and climate, a realm in which Nature has displayed her handiwork in a pleasing and most lavish manner. Here, under the warm sun and azure skies, caressed by the deep blue waters of the placid Pacific, one finds San Diego County, San Diego City, and, like a huge sapphire, sparkling in the golden light, the "Harbor of the Sun."

## THE PRESENT

San Diego is a live, up-to-date, progressive city. There are prospects here for the business man, the professional man and the wage-earner. The community is made up of enterprising people, and San Diego extends a hand of welcome to all who are equipped, mentally, financially and physically to enter into the great work of building up a new city, the "Future Metropolis of the Pacific Coast." San Diego expects and desires the citizens who come to make this city their home, to become identified with her interests. She needs energetic, broad-minded men who can create, and who can give evidence of that spirit of loyalty that is essential to the progress and growth of any community.

## THE FUTURE

"In the days to come—and they are coming thick and fast—San Diego will rank among the great cities of the world; no doubt of that. God made much land, and still more sea, but he did not make many harbors that man can use handily. And when the engineer draws his calipers upon the maps it is seen that what harbors there are have been placed where they ought to be.

"And now, as time advances the work of man to meet his own needs, the Bay of San Diego comes to its own. Behind it lie the fertile hills, the great plains, and the limitless desert made opulent by the irrigation ditch and canal. From these, even now, come teeming the wealth of farm and orchard and forest to find outlet and the waiting barter on the shores of the great ocean. Where rail and sail meet is the gateway of San Diego. The day when she depended upon men to make her great is past, and the day has come when men depend upon her to make them great.

"The San Diego of tomorrow will be a place of crowding domes that will stretch upon the wide-flung uplands everywhere that the eye can see. Ships shall come and go ceaselessly into her wondrous harbor, and she shall match the glory of Carthage and of Tyre that was of old.





STREET SCENES

"Then, as now, men will journey far across many lands and many waters to look upon her beauty. Then, as now, men will come to her for peace or gain, each as his need may be. Nor shall her beauty fade or her glory vanish. What she has wrought and what she has won shall still be hers through all the centuries to be—the place where Padre Serra knelt; the Place of First Things that guards the Harbor of the Sun."

### POPULATION

1870	1880	1890	1900	1910	1913
2,300	2,637	16,156	17,700	39,578	90,000

### GOVERNMENT

The city was reincorporated in 1889. Since 1909 the City of San Diego has been under a commission form of government. Five Councilmen, elected for four years, and a mayor elected for two years, form the controlling body. Each Councilman is at the head of one of the five departments: 1, Finance; 2, Water; 3, Police; 4, Fire; 5, Streets and Buildings. All employees of these departments are appointed by the Council, except the Auditor, who is appointed by the Mayor, with consent of Council. The Mayor appoints the Board of Health, five members; Library Commission, three members; Park Commission, three members; Cemetery Commission, three members; Playground Commission, three members.

The City Treasurer and the Board of Education of five members are elected by the people. All franchises and bond issues must be approved by the people, and all ordinances are subject to a referendum. The people may also initiate legislation and recall any elected official.

AREA, 72 square miles. GREATEST LENGTH, 20 miles. GREATEST WIDTH, 4 miles.

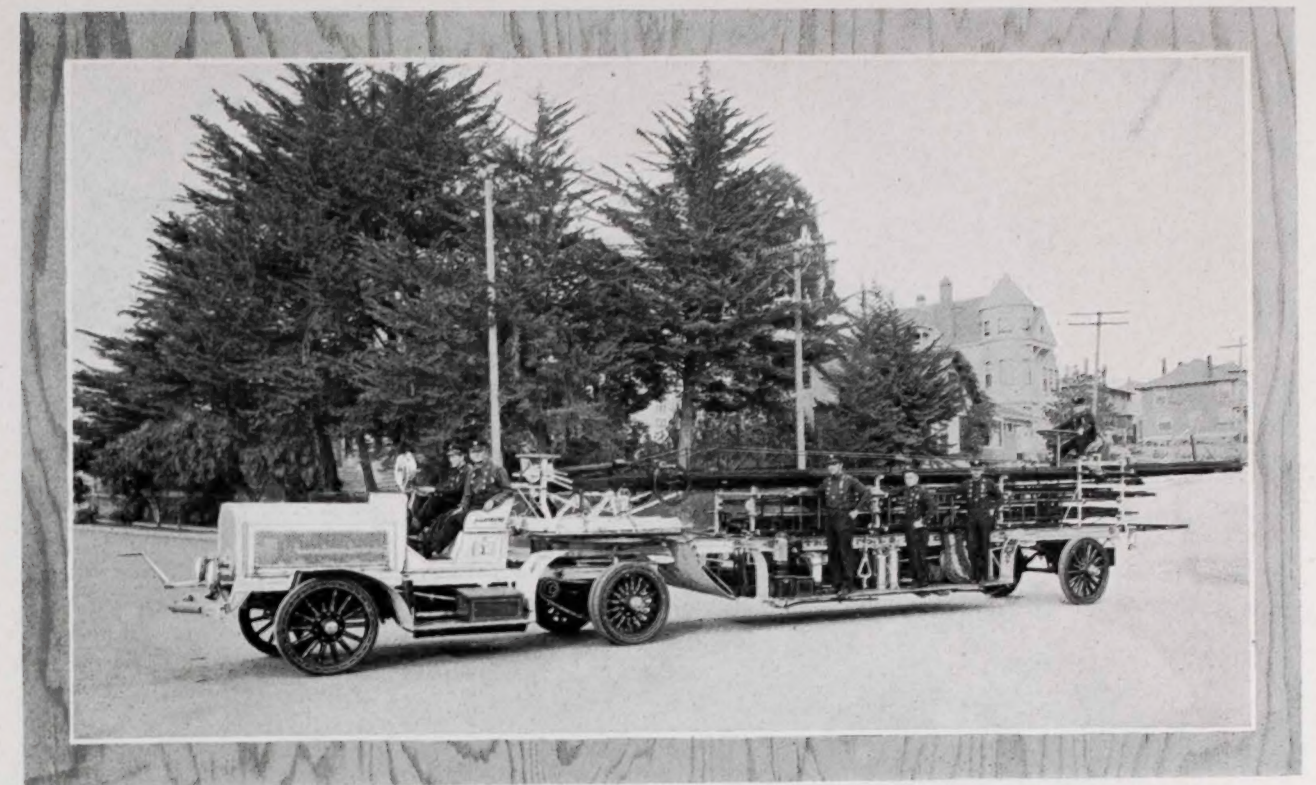
Total estimated value of real estate and personal property, \$160,336,965.00.

### FINANCIAL

Number of Banks	12
Capital	\$2,200,000.00
Surplus	2,075,676.57

### BONDING CAPACITY

Assessed valuation, levy of 1913	\$60,738,409.00
Bonding capacity, 15 per cent	9,110,761.35
Outstanding bonds	\$6,610,337.71
Bonds issued, not sold	611,000.00
Bonds voted, not issued	850,000.00
Available margin at this date	8,071,337.71
	\$1,039,423.64



TYPE OF FIRE APPARATUS

### PROSPECTIVE

Expected valuation in 1914	\$105,000,000.00
Bonding capacity, 15 per cent. of valuation	15,750,000.00
Less amount of outstanding and unsold bonds	8,071,337.71
Estimated margin, available for future bond issues	\$7,678,662.29

Year	Postoffice Receipts	Bank Deposits	Bank Clearings	New Buildings	No. of Permits
1901	\$39,151	\$1,830,923	\$.....	\$123,285	252
1902	41,720	2,336,778	.....	432,140	127
1903	46,000	3,092,772	.....	710,123	267
1904	56,392	3,729,223	.....	914,967	505
1905	64,190	5,388,518	.....	1,193,170	716
1906	74,350	6,948,972	.....	2,761,285	836
1907	89,776	7,028,322	.....	2,297,915	1051
1908	103,570	7,151,375	37,771,149	2,383,540	1209
1909	113,632	9,565,634	52,094,521	2,632,100	1520
1910	140,209	11,016,000	66,708,874	4,005,200	1995
1911	181,805	15,605,764	86,724,333	5,703,605	2999
1912	228,058	19,613,918	131,894,087	10,001,415	4559
1913	263,221	18,521,928	134,145,293	7,035,797	3675

Estimated 1914 clearings.....\$150,000,000.00

Streets paved and graded Jan. 1st, 1913. 211.67 miles  
Sidewalks and curbing ..... 194.09 miles

### THE FIRE DEPARTMENT

The personnel of the fire department is of the highest type. This fact, together with the most modern equipment and superb water supply, gives the city ample protection, with correspondingly low rates of insurance. The record for fire loss in San Diego in 1912 was one of the lowest of any city in the world. There are 195 Gamewell boxes, 11 stations and 70 men.

The department is motorized, with the exception of one company.

THE VALUE OF BUILDINGS AND EQUIPMENT IS \$233,940.00.





LOWER OTAY LAKE

## THE POLICE DEPARTMENT

This department consists of 115 persons. It is splendidly disciplined and its administration is along thoroughly modern lines. Traffic men with large powers are placed at congested corners. Aside from these men, there are roundsmen, motorcycle men, mounted officers, detectives and auto drivers of sufficient numbers to insure the best of order and security.

VALUE OF BUILDINGS AND EQUIPMENT JANUARY, 1913, \$83,834.00.

## THE WATER DEPARTMENT

August 15th, 1912, the water system supplying the City of San Diego, became the property of the municipality; previous to that date it had been controlled by a private corporation.

The complete system is the largest of its kind in California, outside of the aqueduct system of Los Angeles.

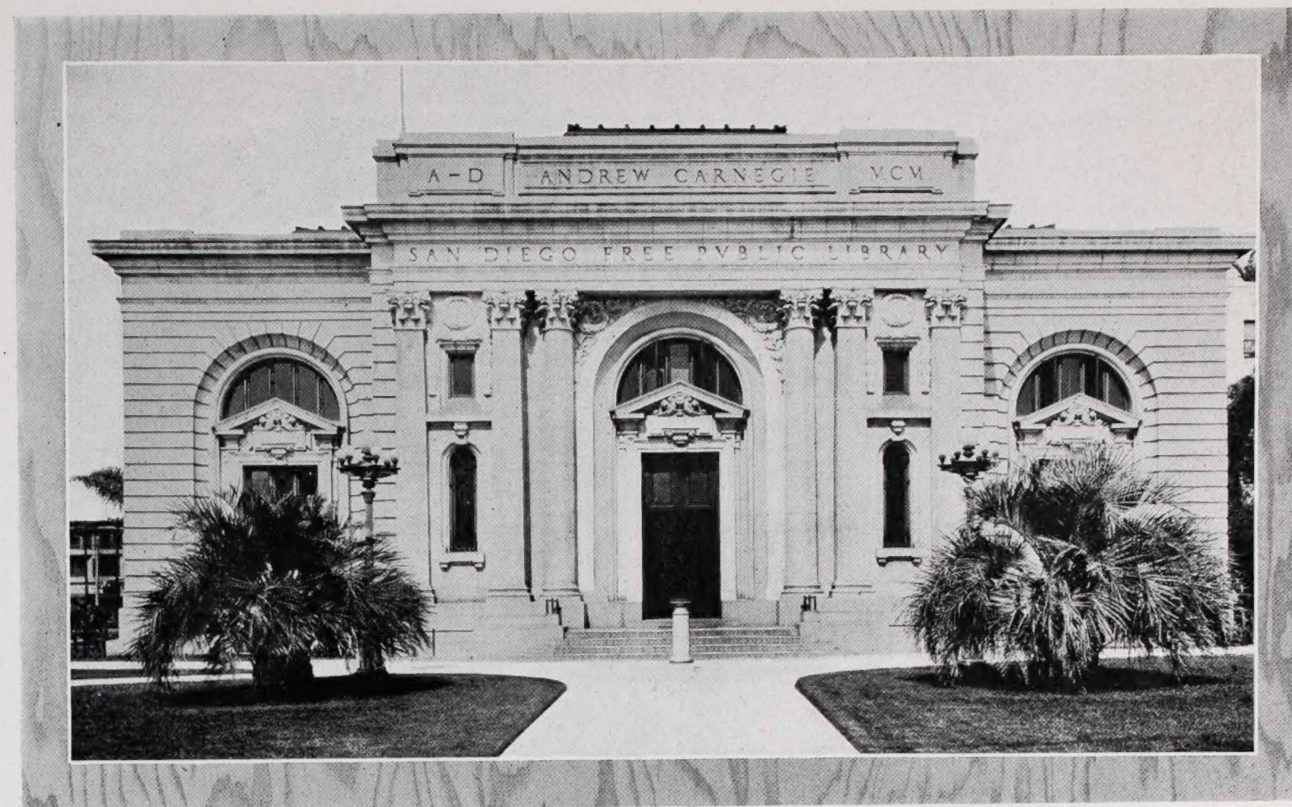
The water is first taken from the Morena Reservoir, sixty miles from San Diego. This reservoir has a storage capacity of 15,000,000,000 gallons. From here it passes through a natural channel to what is known as the Barrett Dam Site. At this place the City has planned to build another dam, thereby forming a second reservoir of another 15,000,000,000 gallons. From the Barrett dam-site, the water is carried to the Dulzura Creek bottom, through what is known as the Dulzura conduit. This conduit of concrete, 13.38 miles long, was completed January 3, 1909. The average width is about five feet, average depth four feet two inches, and it has a carrying capacity, when full, of 40,000,000 gallons in 24 hours. The conduit, at its lowest end, delivers the water into another natural channel, known as the Dulzura Creek. This stream carries the water into the Otay Lakes. The upper Otay has a capacity of 1,090,000,000 gallons; the lower Otay has a capacity of 13,000,000,000 gallons. From here the water is taken to the Chollas Heights Reservoir, about four miles from the city limits of San Diego, where it is filtered. This reservoir, itself, holds 90,000,000 gallons. From Chollas Heights, the water is delivered to University Heights Reservoir, where it is aereated. This gives to San Diego the greatest storage capacity of any system west of the Rocky Mountains.

A very important factor to be considered is that the average rainfall in San Diego City is only 10.01 inches, while in the mountains, sixty miles from San Diego, where our water supply is obtained, the average is from 25 to 40 inches.

THE CITY OWNS 11,000 acres of land, and has water-sheds as follows:

135 square miles.....	Morena Watershed.
135 " " .....	Barrett and Pine Creek.
100 " " .....	Otay Lakes.
70 " " .....	Lower Cottonwood Dam.

City owns also a dam-site on Tia Juana River.



CARNEGIE LIBRARY

## ANALYSIS OF WATER

Analysis of Water	Parts per Million
Odor .....	None
Taste .....	Good
Color .....	Slight
Sediment quick falling (Turbidity) .....	Clear
Total solids .....	365.
Vol. and organic matter .....	11.
Chlorine .....	74.
Free ammonia .....	.05
Albumoid ammonia .....	.11
Nitrogen in nitrates .....	Nil
Oxygen requires to oxidize organic matter at 212 degrees Fahrenheit .....	5.32
Bacillus coli, communis .....	Nil

## PUBLIC LIBRARY

San Diego's public library building was erected in 1901, at a cost of \$60,000.00, on the Carnegie plan. It has attractive surroundings, on a lot 150x200 feet, conveniently near the business section of the town.

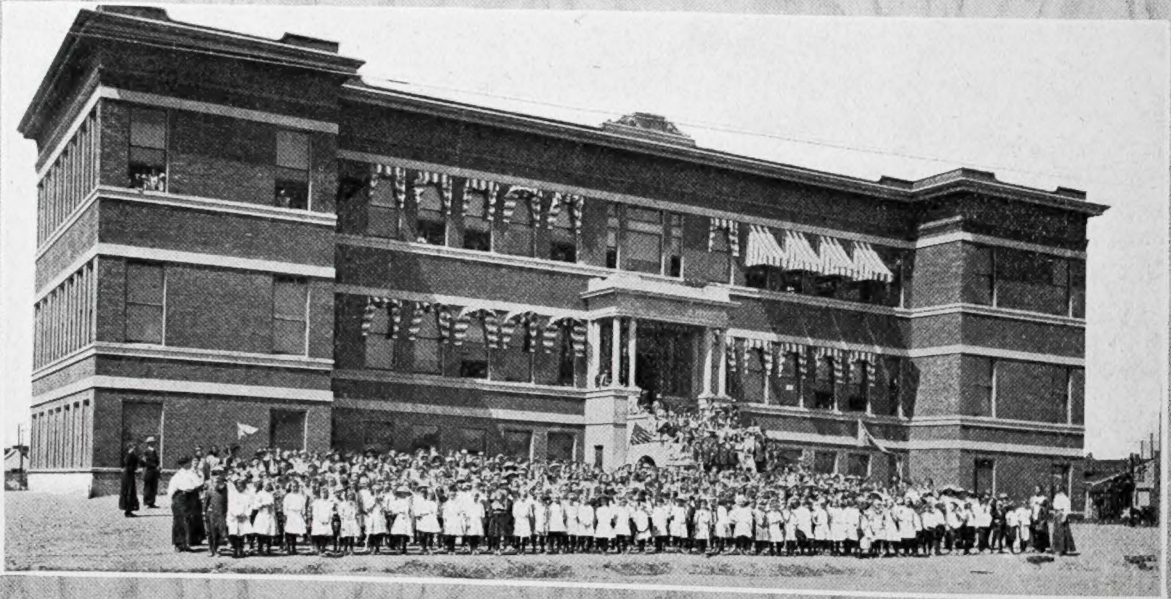
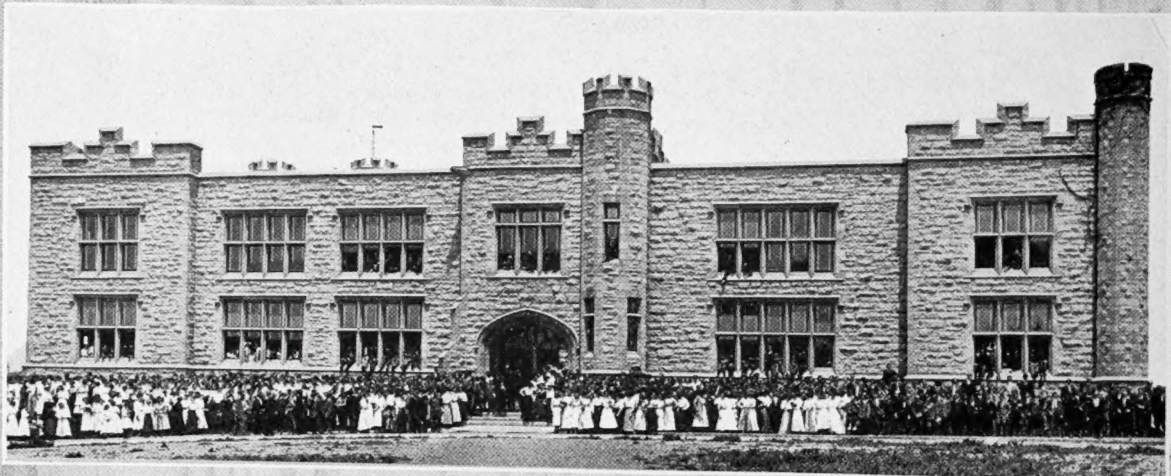
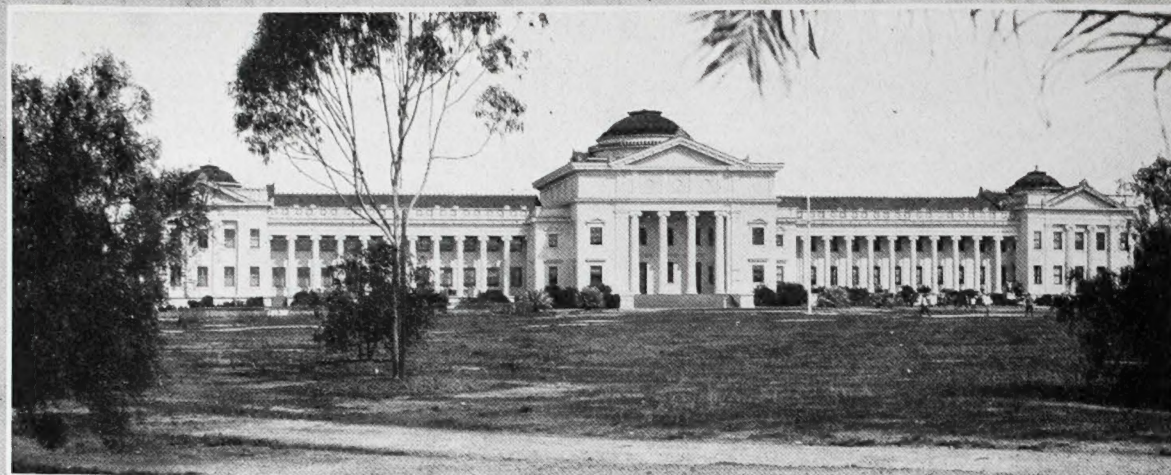
This library has the reputation of being one of the best selected collections, of its kind and size, in the country. At present there are slightly over 40,000 volumes, to which from nine hundred to fifteen hundred persons a day are attracted for reading in the rooms or for taking out books.

The library receives 144 different magazines, 66 miscellaneous weeklies and newspapers, and 26 dailies.

This library is one of the designated depositories for United States Government documents. This collection now contains nearly 7000 volumes and about 5000 classified pamphlets.

The library staff consists of a librarian and ten assistants, besides four persons employed regularly in the bindery department. Four mills is the tax rate allowed for the support of the library this year.





STATE NORMAL, POLYTECHNIC, HIGH AND FLORENCE HEIGHTS SCHOOLS

# EDUCATIONAL FACILITIES



## PUBLIC SCHOOLS

ONE of the prime factors in the making of a great city is its educational advantages. San Diego has a complete system of schools, which ranks among the most modern and up-to-date in a state famous for its educational activities.

THE SYSTEM EMBRACES 21 SCHOOL BUILDINGS, THE AGGREGATE VALUE OF WHICH, INCLUDING LANDS, BUILDINGS AND EQUIPMENT, IS \$1,559,700.00.

## HIGH SCHOOL

San Diego has, today, the most cosmopolitan, thoroughly equipped secondary school on the Pacific coast. There are three departments—literary, scientific, commercial and technical—which will accommodate 2000 students. COST \$500,000.00.

## GRAMMAR SCHOOLS

San Diego is the home of the one-story, open-air school where teachers and pupils work under ideal class-room conditions of light and ventilation. Each of the large central schools also has a kindergarten. The Grant and Jefferson school plans for open-air schools recently won first prize in competition with 450 schools of different states. Special supervisors are provided for all grades in health and development, music, drawing, manual training, arts and crafts, domestic science, household arts and physical culture.

## STAFF AND ENROLLMENT

School Superintendent.....	1
School Principals.....	15
School Teachers (High School) .....	57
School Teachers (Grammar Grades) .....	178
Kindergarten Teachers .....	17
Total number of teachers employed.....	252
Total enrollment of pupils (High).....	1518
“ “ “ “ (Grammar) .....	7503
“ “ “ “ (Kindergarten) .....	815
Total enrollment .....	9836
1914, estimated enrollm't, Second Semester, .....	11,000

## NORMAL SCHOOL

The scholastic advantages of the city are still further enhanced by the State Normal School. Annual enrollment, 500.

LIBRARY CONTAINS 12,000 VOLUMES.

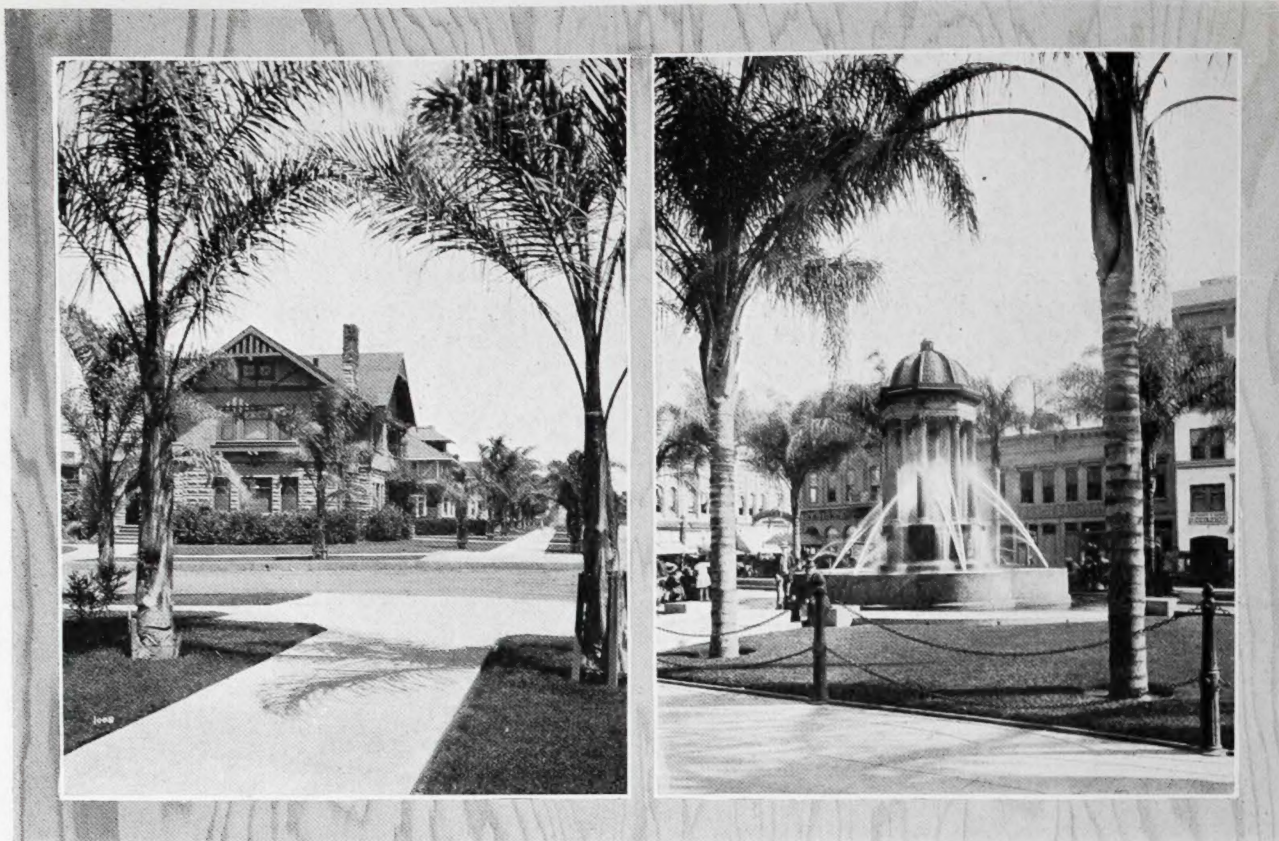
VALUE OF GROUNDS, BUILDINGS AND EQUIPMENT, \$313,620.00.

## OTHER SCHOOLS

In addition to the public schools, there is the Army and Navy Academy for boys, two seminaries for girls, three business colleges, and a number of private institutions, including the Raja Yoga Academy (Theosophical).

DUNCAN MacKINNON,  
Superintendent.





RESIDENCE STREET SCENE

THE WILDE ELECTRIC FOUNTAIN

## PARKS

In wisely planning for a Greater San Diego, the city has retained the title to a large acreage of valuable lands suitable for park purposes.

Balboa Park, 1400 acres .....	\$4,735,000
Collier Park, Point Loma .....	51,600
La Jolla Park .....	44,000
Play Ground Park .....	56,000
Newtown Park, F street .....	108,800
Plaza, Broadway .....	450,000
Old Town Park .....	6,300
Mission Hills Park, 5 acres .....	9,400
Torrey Pines Park, 369 acres .....	49,380
Union Heights Park .....	9,100

Total .....

MUNICIPAL FARM, lands and equipment... \$794,680.00

UNIMPROVED PROPERTIES, 10 blocks and  
75 lots .....\$200,000.00

## CHURCHES

The religious life of San Diego dates back to its very foundation. Fr. Junipero Serra built the first Mission and made the first effort in establishing Christian civilization in Southern California. From that time to the present the generations have so well cared for the religious needs of the community that today about 60 per cent. of the total population of the City owes its allegiance to local churches, and the total membership in the San Diego churches numbers, approximately, 20,000 people.

All creeds and many tongues are represented in the cosmopolitan community, while services are conducted in Spanish, Swedish, German, Yiddish, Chinese and Japanese.

Anyone who comes to the city can feel assured of finding a church home, and many from foreign lands will find here the opportunity to worship in their native tongues.



A FEW SAN DIEGO CHURCHES

## THE PUBLIC HEALTH

San Diego is one of the most healthful cities in the world. The total annual death rate for 1912 was only 8.6 per 1,000 inhabitants for residents; 14.78 for resident and non-resident inhabitants combined. The total average death rate of the United States is 15.4.

It will be observed from this that the average total death rate of the City is below the average, and that the resident rate is 6.8 per 1,000 below that of the average of the entire country. Equability of temperature, almost perpetual sunshine, tempered by cool breezes from the Pacific, pure, filtered mountain water in abundance, an excellent sewer system, and general sanitary inspection produce these results.

The extremes of age do especially well here. The infectious diseases which ordinarily attack children are few, and of very light type.

For those desiring a climate where living can be enjoyed every day of the year to the fullest extent, with the addition of good educational facilities, and the highest products and most modern comforts of civilization, San Diego presents, in its rapidly growing city, the ideal location for which they are inquiring.

The death rate per 1,000 in the principal cities of the United States for 1912 was as follows:

Baltimore .....	18.33	Indianapolis .....	15.08
Washington, D. C. ....	17.73	Buffalo .....	14.66
Providence .....	15.76	San Francisco .....	14.24
Detroit .....	15.09	Boston .....	16.16
Chicago .....	14.68	Pittsburg .....	15.90
Rochester .....	14.43	Louisville .....	15.39
New Orleans .....	18.90	Los Angeles .....	15.05
Cincinnati .....	16.93	St. Louis .....	14.58
Kansas City .....	15.81	New York .....	14.11

SAN DIEGO, PER 1,000 INHABITANTS FOR RESIDENTS..... 8.6.

All conditions are especially benefited by a sojourn, or living here.

First and foremost, everyone lives a life of comfort, with no extremes of enervating heat in summer time, nor cold in winter. The extremes of life, as has been pointed out, fare exceptionally well. Children pass through their critical periods, especially teething, more easily than in a rigorous climate. The elder people enjoy their declining years more and live longer.





"NEW YEAR'S MORN" IN SAN DIEGO BAY

Of diseases of respiration, those who suffer from bronchitis and winter colds are very much benefited, and lose the troubles which have made winters to be dreaded by them in other locations. Asthma is benefited, especially if the patients will take up residence a little distance from the ocean. Hay fever is unknown, as is malarial, and convalescents from either trouble soon regain their health.

The absolute equability of the climate is of special value in diseases of the kidneys. The relatively high temperature keeps the vessels of the skin dilated, and in a state of activity. Recoveries of those who come here suffering from Bright's disease, who here live a life of comfort after arriving with their lives in jeopardy, often surprise the physicians who sent the patients here as a last resort, with no hope of their improvement. Heart cases do well. Convalescents, and those suffering from insomnia and nervous strain, soon lose their ailments in a location where rest comes so easily. The thermal springs of the neighborhood banish the troubles of the rheumatic and gouty.

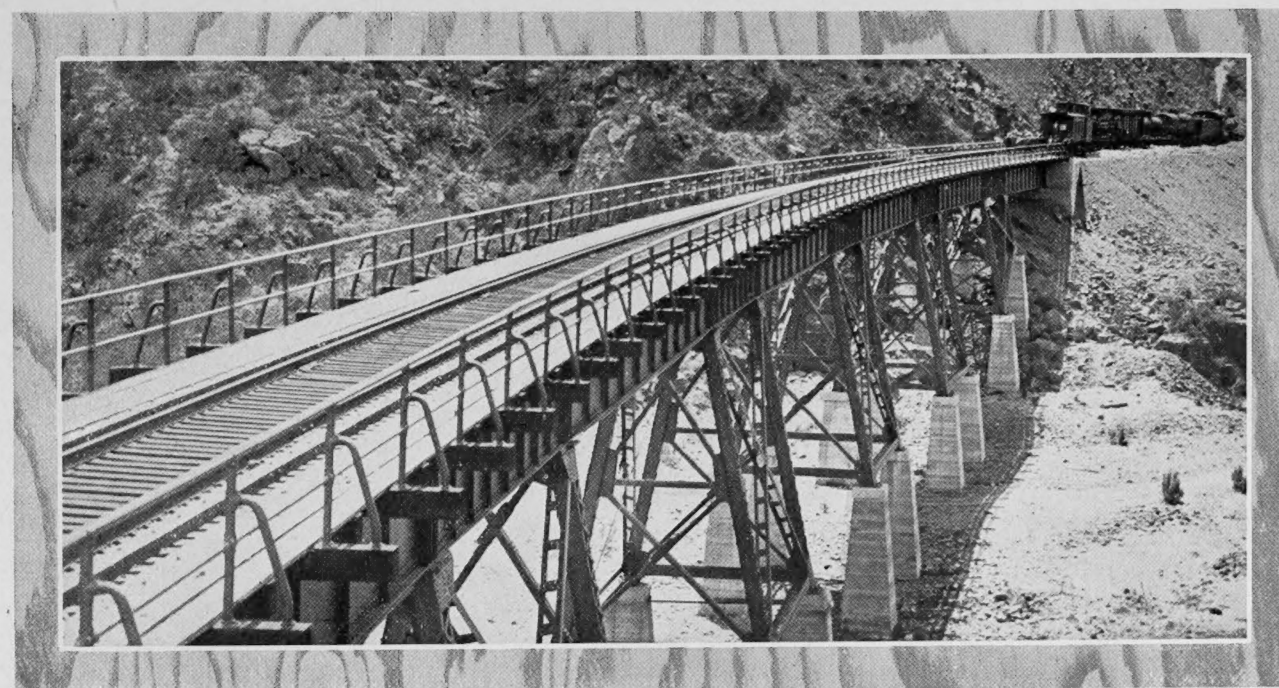
## RAILROADS

The states of the southwest, comprising Arizona, New Mexico, Nevada and Utah, as well as the southern half of the State of California, contain many rich, fertile valleys, highly mineralized mountain ranges, extensive grazing lands and vast beds of coal, salt, borax, and semi-mineral substances used in the arts, all of which are being rapidly developed by a steadily increasing population of enterprising citizens.

This vast region will be brought into direct contact with the Port of San Diego by means of the San Diego & Arizona Railroad. This road is now being constructed in a manner commensurate with the amount of traffic anticipated. No expense has been spared to secure a perfect roadbed. Heavy cuts, heavy fills, and numerous tunnels are made to obtain low grades and even curvatures. The average grade ranges from four to nine-tenths of one per cent., thus permitting of rapid and economical transportation. The road enjoys immunity from snow and disastrous wash-outs, thereby insuring prompt delivery at all seasons of the year.

The Santa Fe railroad has long been established in this territory, affording facilities of this immense system. This road at present is planning the expenditure of \$500,000.00 in improvements at San Diego.

Every indication now points to the making of San Diego the terminal, also, for both the Rock Island and the Salt Lake railroads.



BRIDGE ON SAN DIEGO & ARIZONA RAILROAD

## STEAMSHIPS

Ten steamship lines at present make San Diego the southern terminus for their steamships. Included in this list is the Pacific Coast Steamship Company, operating a fleet of coasting steamers, of which the "Congress," America's largest coastwise steamer, has her home port at San Diego. Other lines are the Pacific Navigation Company, North Pacific Steamship Company, American-Hawaiian Steamship Company, operating a fleet of twenty-six passenger and freight carriers, Charles R. McCormick Steamship Company, Hicks-Hauptman Steamship Company, Pollard Steamship Company, A. T. Estabrook Steamship Company, E. J. J. Dodge Steamship Company, Olson & Mahoney Steamship Company, Swayne & Hoyt Steamship Company, and the Cia. Naviera del Pacifico, which operates between San Diego and ports on the Lower California and West Mexican coasts.

The vessels of the American-Hawaiian fleet operate between Salina Cruz, the western terminal of the Tehuantepec Railway, San Diego, San Francisco, Tacoma, Seattle and ports in the Hawaiian Islands. On the opening of the Panama Canal the Atlantic and Pacific fleets of the Company will be merged, twenty-six magnificent vessels then plying on an accelerated service between this port and the Atlantic seaboard.

In addition to the foregoing, negotiations are under way with a number of domestic and foreign steamship lines for the establishment of regular service between European and Oriental countries via the Panama Canal, and it is probable that their vessels will make San Diego a port of call.

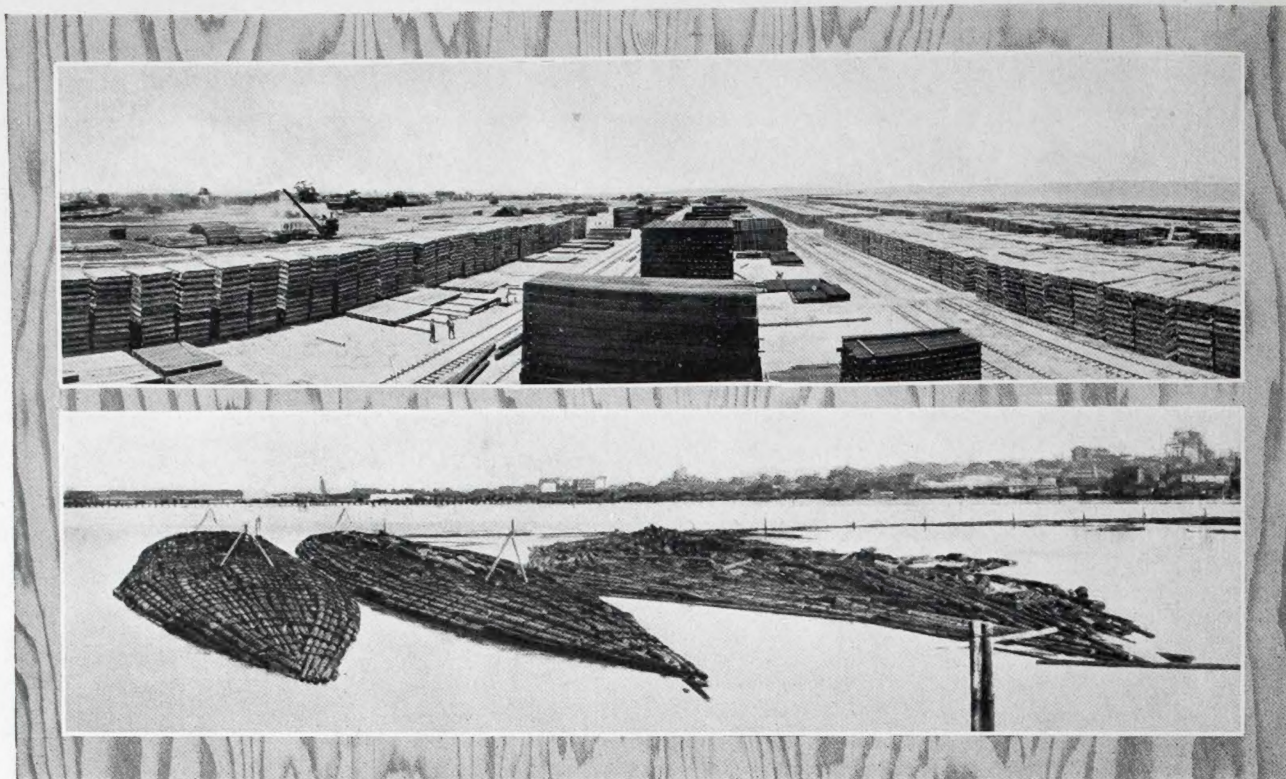
Tramp steamers from Europe, the Orient and Atlantic coast ports are frequently seen here with cargoes of coal, ties and other commodities, and this trade is rapidly increasing. The coastwise lumber and grain carrying fleet adds to the bustling aspect of the Harbor of the Sun, while the vessels of the Navy are to be seen in port practically every day of the year, ranging from the tiny submarine boats to the 13,000-ton armored cruisers. During the last year as many as seventeen warships have anchored in man-o'-war row at one time, presenting a spectacle to be seen at no other port on the Pacific coast.

Sailing ships also are frequent visitors to San Diego, plying from the Hawaiian Islands and the Columbia River with tie and lumber cargoes.

The Bay fleet has been augmented by some of the speediest motor launches to be found on the coast, their presence adding much to the activity which is characteristic of the Harbor of the Sun, and one which is sure to increase with marvelous rapidity when the world's argosies begin to steam through the Panama Canal and up the coast to North Pacific ports.







TWO AND ONE-HALF MILLION RAILROAD TIES IN SANTA FE YARDS  
LOG RAFTS—FIFTEEN MILLION FEET

## HARBOR

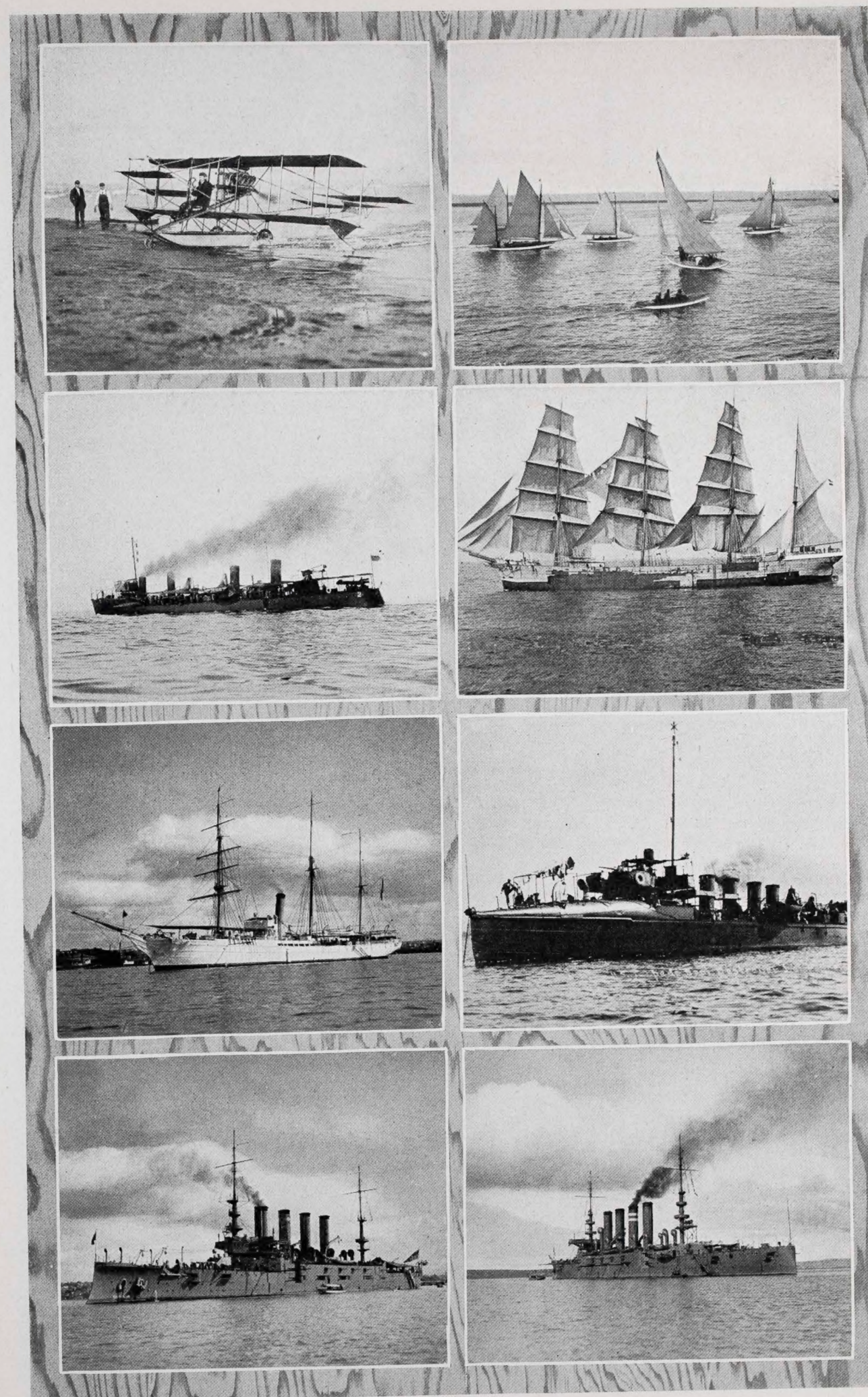
The Bay of San Diego was discovered 370 years ago by the navigator Cabrillo, and from that time to the present it has been recognized among mariners as one of the most excellent harbors in the world.

The building of the Panama Canal will readjust and revolutionize the entire commerce of the world; will open up entirely new marine highways and fields of trade, and will create many new distributing centers.

One of the many cogent reasons why this Port should become a logical distributing center of the southwest is that it is the proper gateway of ingress and egress, being the First Port of Call in United States territory for all incoming vessels, and the Last Port of Call for all outgoing vessels plying between United States Pacific Ports and the Canal.

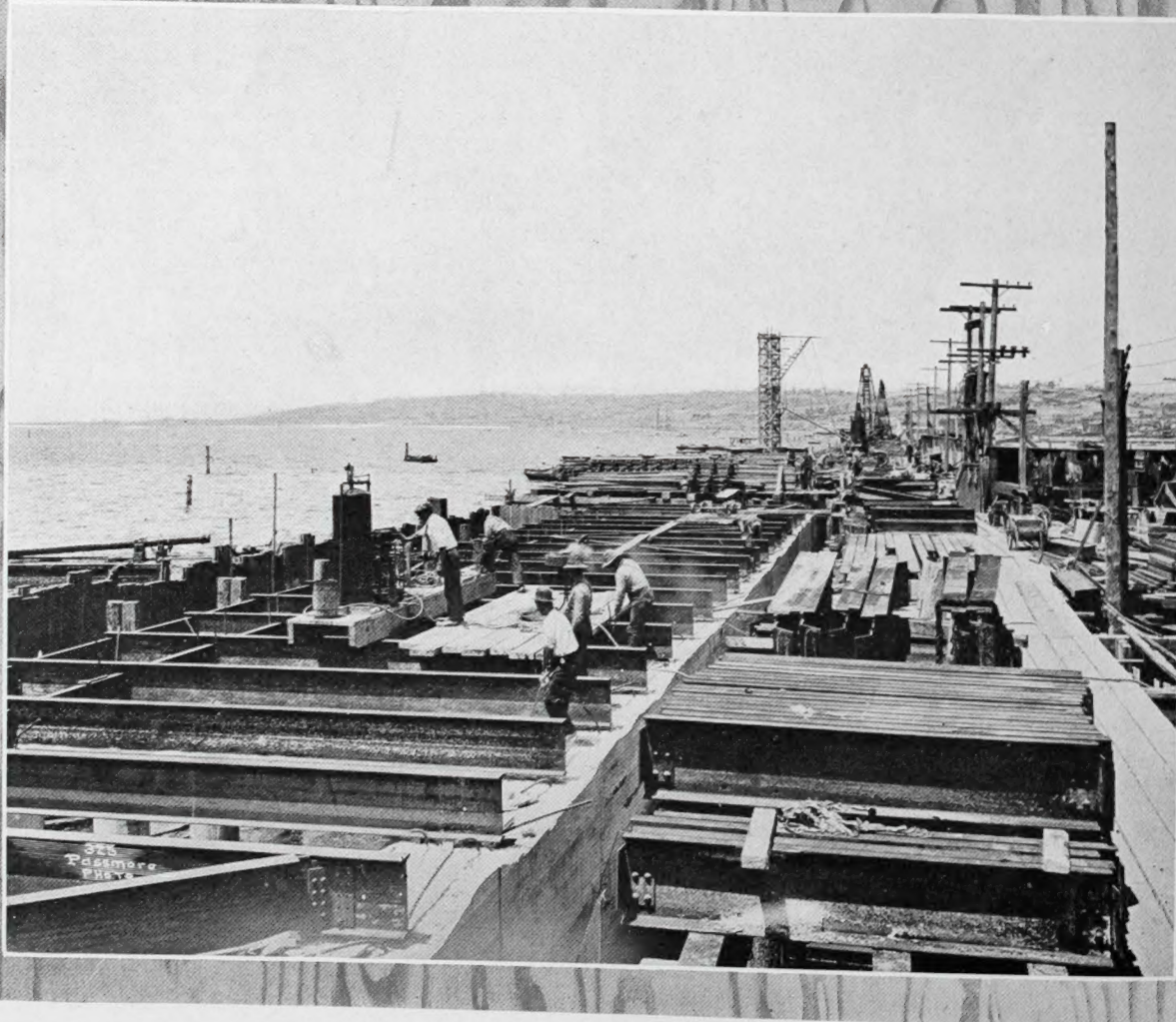
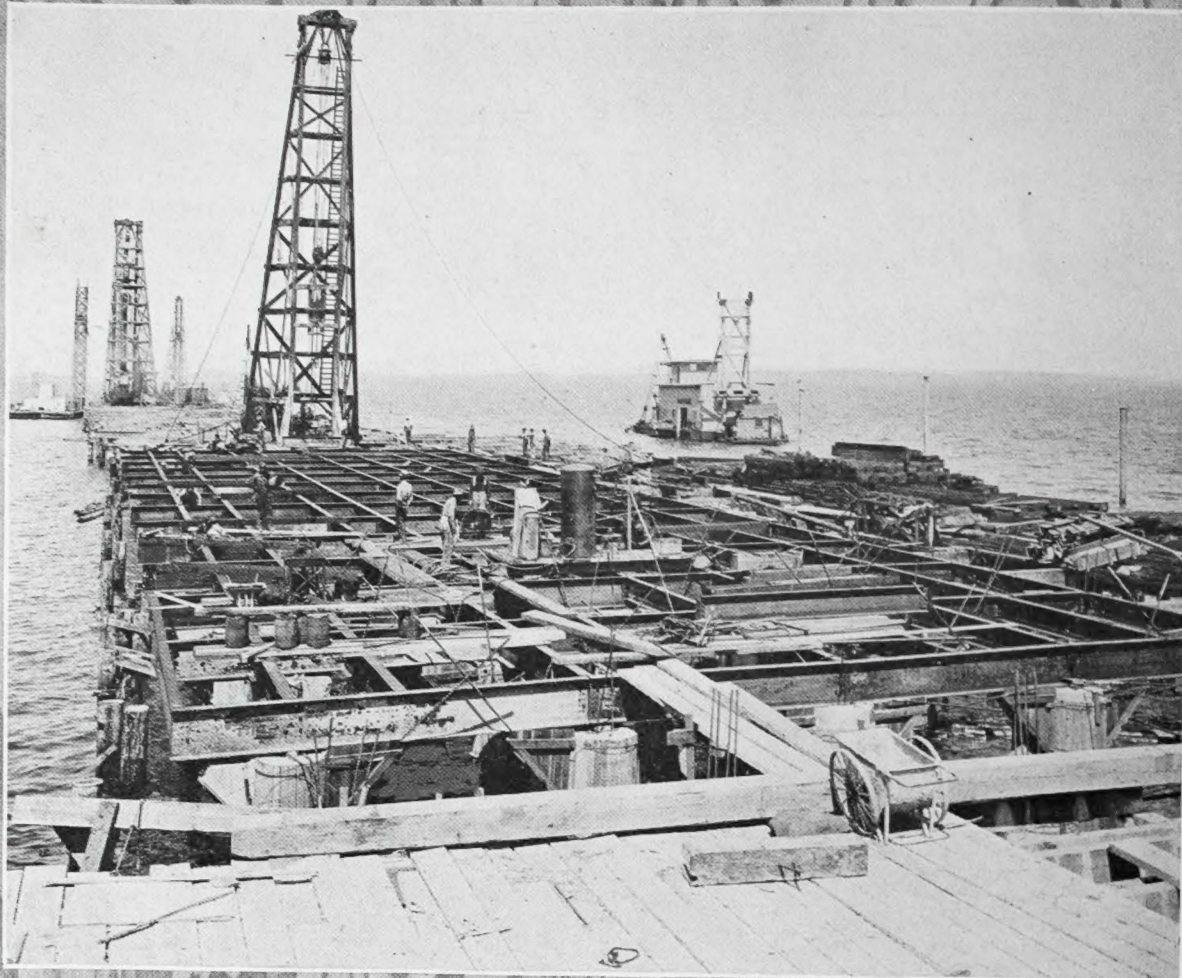
The Pacific coast seaports of the United States will be the first to feel the impulse of this great trans-canal activity. Among the harbors of this coast, the Bay of San Diego stands out unquestionably superior to all. Possessing, as it does, in a generous degree, all the natural endowments required by man for development of one of the finest seaports of modern times, located in a region of perpetual summer, free from disastrous storms, ideally placed, geographically and commercially, surrounded by country second to none in fertility, producing in abundance all of the semi-tropical and deciduous fruits, and with a climate known the world over as unsurpassed, it requires no seer to foretell the future of this splendid port.

The Bay of San Diego has an area of 22 square miles, is completely land-locked, and has a depth of water over the bar, at low tide, of 35 feet. The main channel inside the Bay will average from 1500 to 2000 feet in width and from 35 to 70 feet in depth, at low water. By act of the State Legislature, May, 1911, the City of San Diego was granted absolute control of its water-front, and the tide-lands adjacent thereto. This generous gift was granted upon the condition that the City expend within three years from the above date, the sum of \$1,000,000 in improvements in the Bay of San Diego. The improvements imposed under the terms of the Act are now in course of construction, and consist of one pier 130 feet in width, 800 feet in length, 2675 lineal feet of bulkhead, and the reclamation of between 50 and 60 acres of tide-lands. A depth of water of 35 feet will be maintained alongside the pier, and a depth of 20 feet in front of the bulkhead. The latter can be deepened at any time shipping demands it. The port enjoys the possession of a tract of tide-lands comprising an area of 1460 acres. This land lies adjacent to the City and constitutes its water-front, about 11 miles in extent. This stupendous asset is perhaps possessed by no other port in the world. The filling in of the tide-lands will be gradually accomplished by the continual operation of two dredgers now owned by the City.



VARIETY OF SHIPPING IN "THE HARBOR OF THE SUN"





NEW MUNICIPAL WHARF



The rapid increase in the size of ships, both merchant and naval, will eliminate within a few years all but the most capacious ports. Ships of 1000 feet in length, 100 feet beam, and 35 feet draft will be common, and there are but three harbors on the Pacific coast capable of accommodating such vessels, viz: San Diego, San Francisco and Puget Sound. These three are located on a coast line of 1300 miles, and not one of them is within 500 of the other. The importance of these ports (and particularly, because of its many additional advantages, that of San Diego) is therefore very self-evident.

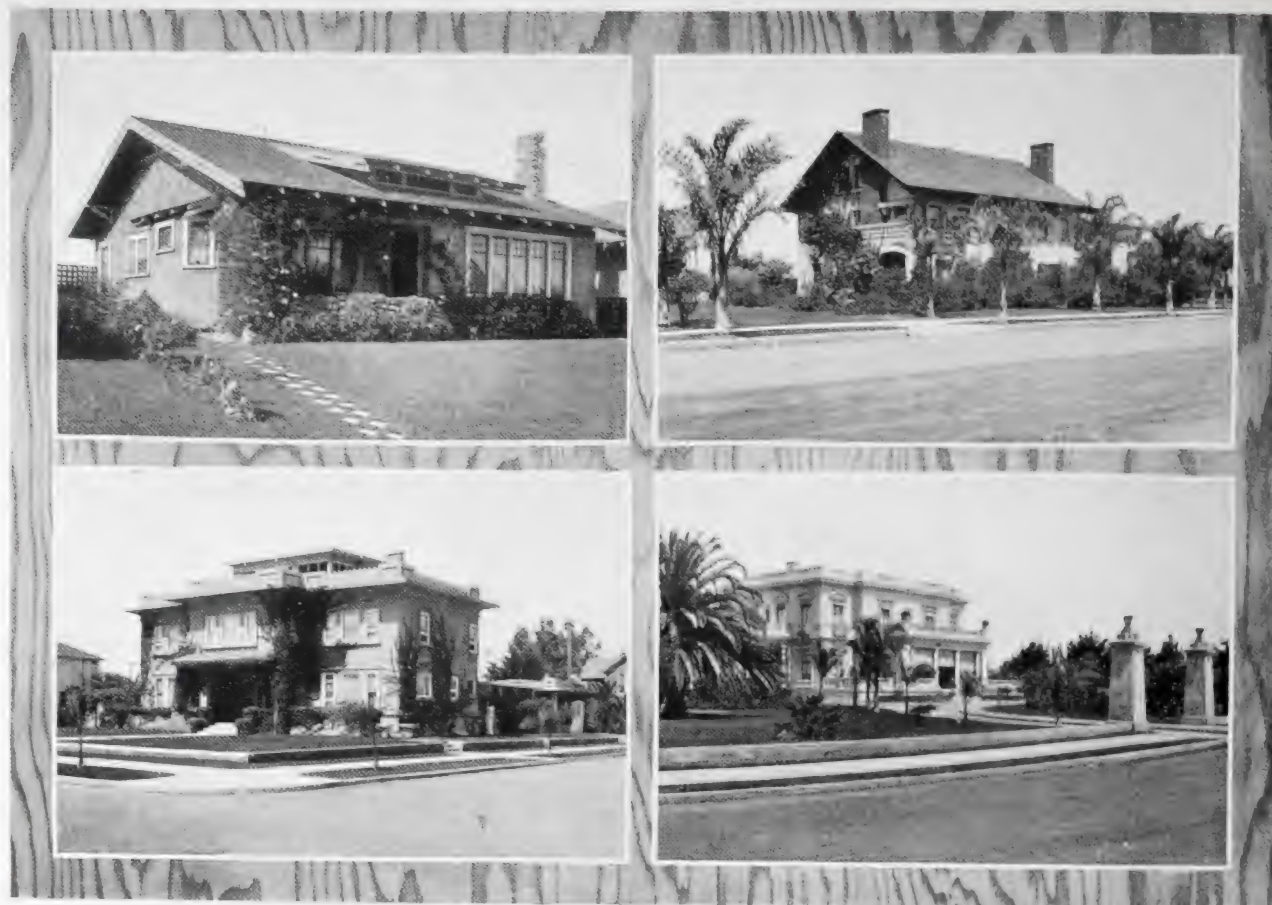
## MANUFACTURING

San Diego, at the present time, has about 200 manufacturing enterprises. With the opening of the Panama Canal, and the completion of another trans-continental line to the east, there will be room for many more. The location geographically, and the possibilities of future growth, are worthy of the consideration of any concern looking for a place in which to carry on a manufacturing business. These things, together with the moral support and good will of the people, will be found to be of more value than free locations or free taxes or cash bonuses in a small or unimportant community.

These factories manufacture not only food products, such as olives, olive oil, canned fish, sardines, pork and beans, soda water, beers, preserves, spices, relishes, flour, ice, salt, butter, candy, cigars, peanut butter, macaroni, but also soap, bluing and ammonia, common and pressed brick, cement brick, crockeryware, building materials, auto tires, onyx and marble products, plumbing fittings, sash and doors, mattresses, gasoline engines, irrigation machinery, paper and wooden boxes, ostrich feathers, trunks and bags, silk mill products, caps, etc.

Following are some of the opportunities which are knocking at our doors, and San Diego invites you to investigate them: Hardwood lumber mills, rotary veneer mills, barrel factories, furniture factories of all kinds, casket factories, all factories using cotton or its by-products, glass bottle factories, builders' hardware, salt refineries, tanneries, shoe factories, woolen mills, fertilizer mills, sardine canneries (San Diego is the only place outside of France where the genuine sardine is found), canning factories for fish and lobster, all kinds of vegetables, preserves, jams and jellies, vinegar, pearl buttons, etc.





TYPICAL SAN DIEGO HOMES

## COST OF LIVING

In San Diego, as elsewhere, the amount expended for the necessities and luxuries of living depends upon the inclination and the purse of the buyer.

Climatic conditions are such that little artificial heat is needed in any season of the year, and the item of fuel is reduced to the minimum.

Room and board can be obtained at from \$8.00 per week up.

The city is well supplied with cafeterias and restaurants, and meals can be had at prices that will satisfy the individual.

Five-room unfurnished cottages can be had for from \$25.00 up; furnished five-room cottages, \$35.00 up.

Electricity is furnished at eight cents per K. W. with a minimum of \$1.00; gas is furnished at \$1.00 per 1,000 feet with a minimum of 50 cents; water ten cents per 1,000 gallons, minimum \$1.00.

Number of water meters in use, 14,153.

Number of telephones in use, 15,000.

Number of gas meters in use, 20,348.

Number of electric meters in use, 17,012.

## DAILY NEWSPAPERS

The San Diego Union. The San Diego Tribune. The San Diego Sun.

## CONSULS

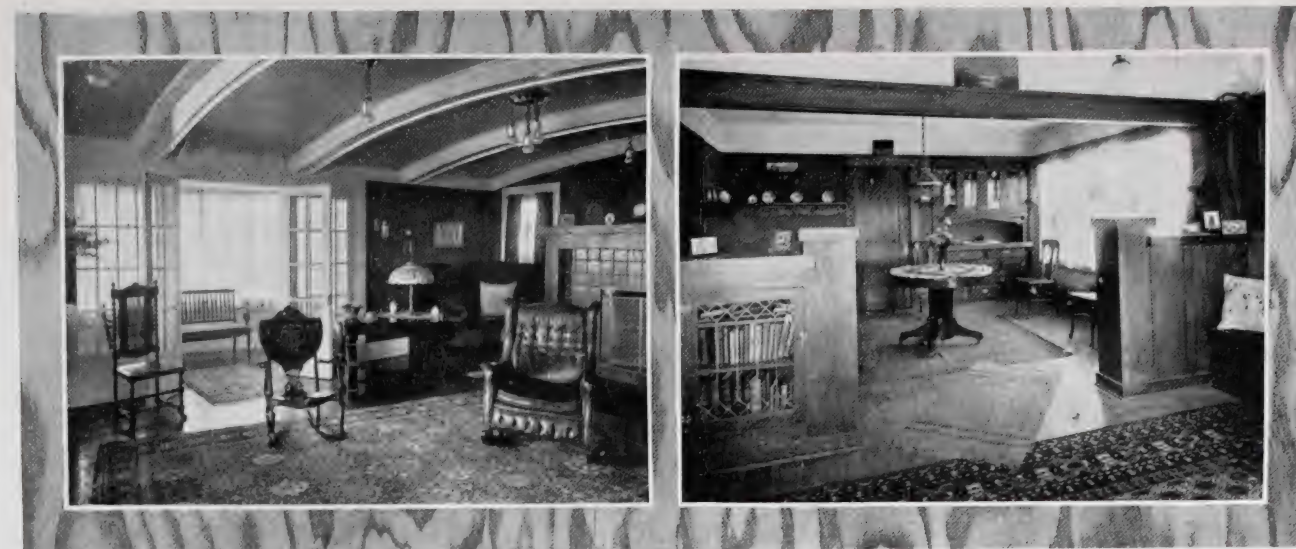
British, Allen Hutchinson, Vice-Consul, 1733 First Street.

French, Louis Roman, Acting Consular Agent, 635 Fifth Street.

Mexican, Enrique de la Sierra, Consul, 920 Fourth Street.

Norwegian, John Engebretson, Vice-Consul, 614 Fifth Street.

Swedish, Nils Malmberg, Vice-Consul, 3435 C Street.



ATTRACTIVE BUNGALOW INTERIORS

## CLIMATE

As a general proposition the climates of California are good; some are better than others, and San Diego's is the best. A climate, to be good, must be neither too hot nor too cold; there must be no extremes of temperature, no violent changes or atmospheric disturbances, such as electrical, rain or wind storms, resulting in the loss of property and human life. Such a climate as this approaches the ideal as far as man's knowledge goes. San Diego has such a climate: it is almost an ideal climate. It is the best climate in California, and this is saying a good deal in its favor. It is the best in the United States, which is covering more territory, but perhaps adding very little to the recommendation; it may have its equal in the world, but no superior.

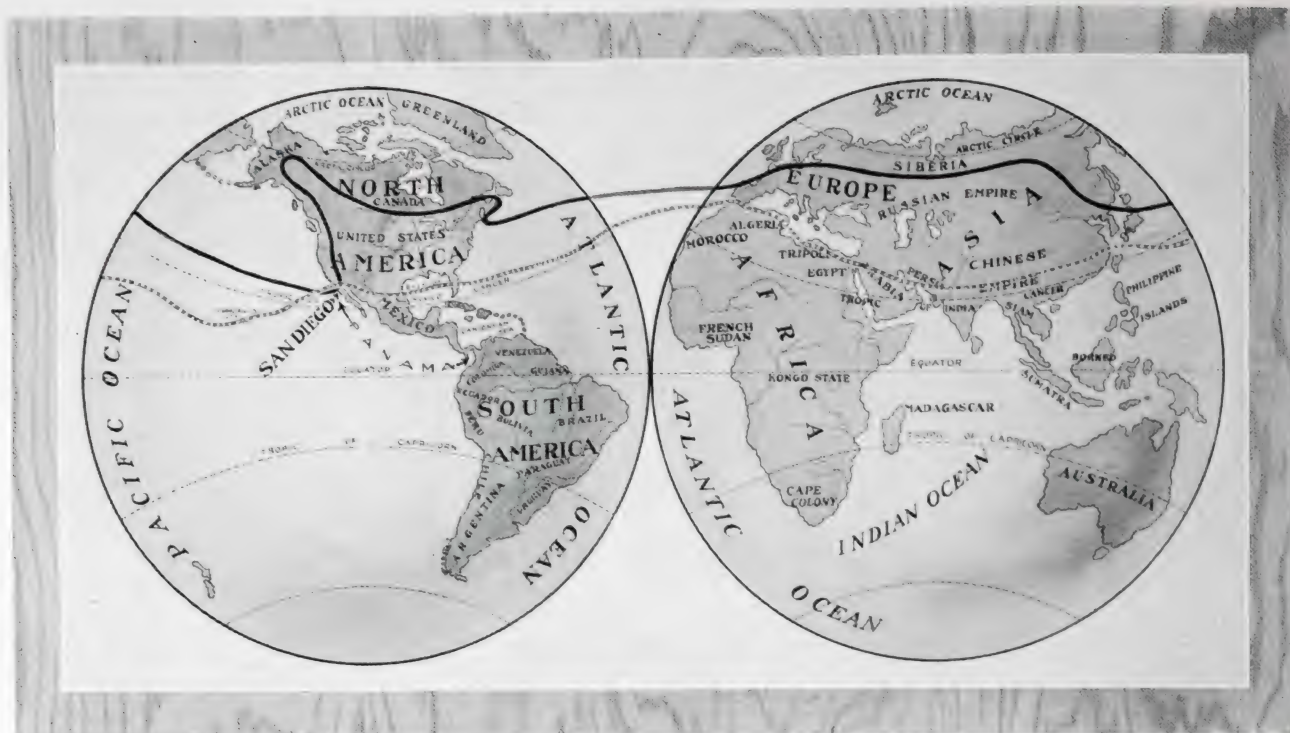


SOME SAN DIEGO BUSINESS BLOCKS

MARSTON'S  
SPRECKELS

FEDERAL  
MASONIC TEMPLE





### HEMISPHERIC TEMPERATURE CHART

BASED UPON OFFICIAL REPORTS FROM ALL COUNTRIES IN NORTH LATITUDE

The black line shows summer (mean) temperature in all countries traversed. The lighter dotted line shows winter (mean) temperature in countries traversed. Note that San Diego is the only place on the globe where the two lines converge. Note, also, that San Diego has a summer temperature like that of Alaska, Northern Canada, Newfoundland, Nova Scotia, the Scandinavian Kingdoms of Europe, Siberia and Hawaii, and a mean winter temperature like that of Florida, the wonderful region of the Mediterranean Sea, Egypt and Southern China.

### TEMPERATURE

The normal annual temperature is 61 degrees.

The warmest month was August, 1891; mean, 72 degrees.

Temperatures of ninety degrees or over have occurred 58 times, or an average of less than twice a year.

### RAINFALL

The normal annual rainfall in the city is 10.01 inches; in the country 30 inches.

Ninety per cent. of the rainfall occurs between November 1 and May 1.

### HUMIDITY

The mean annual humidity is 75 per cent.

A humidity as low as 4 per cent. has been observed at midday.

### WIND

The prevailing winds are northwest.

The average hourly velocity is greatest in May and least in December, May average being 6.3 and December 4.9 miles per hour.

### WEATHER

Thunderstorms occur on an average of less than twice a year.

Days with an hour or more of dense fog occur on an average of twenty-two times a year, being most frequent in October and least frequent in May.

The sun shines on an average 356 days a year in San Diego.

The average difference between the mean temperature of one day and that of the next is 2 degrees.

The average summer temperature is 68, the average winter temperature is 60, a mean variation of but 8 degrees summer and winter.

SAN DIEGO USES THE SHORTEST THERMOMETER IN THE WORLD.



SAILING ON SAN DIEGO BAY

"WONDERLAND", OCEAN BEACH





LAS VIEJAS GRADE

MOUNTAIN SPRINGS ROAD



SUNSET, POINT LOMA

CAVE, OCEAN BEACH

## BOULEVARDS

Next to climate, good roads is the greatest asset of San Diego County. The State of California has appropriated eighteen millions of dollars to be used in building permanent roads. San Diego County will get the benefit of State Highways to the extent of one hundred and fifty miles, seventy miles of which will be along the coast in sight of the Pacific and ninety miles east of San Diego to connect with the great Imperial Valley. The cost of the State Highway is, approximately, \$6,500.00 per mile. It is 16 feet wide, with a base of concrete, and surfaced with a mixture of oil and small rock screenings for a wearing surface.

In addition to these magnificent highways, San Diego County has spent, approximately, two million dollars in the construction of between five and six hundred miles of wonderful contour roads over the county. Most of these roads have been surfaced with disintegrated granite and are very durable. The proper bridges have been put in and no grade exceeds six per cent. Nowhere in California can be found more delightful drives than here. For a day's outing one can leave San Diego, and, going east, cross mesa and valley, step by step, valley and mesa, higher and higher, from semi-tropical climate of oranges and olives to a temperate zone of apples and cherries, at an elevation of five or six thousand feet, and sixty miles distant.

It is through the mountains that scenery compared only to Yosemite Valley can be found, with forests of oak and pine, running streams the year around, and interesting scenery that will make San Diego famous. At several points in the day's drive through the Cuyamaca Mountains can be seen sixty miles distant the wonderful Salton Sea, Colorado Desert and Imperial Valley to the east; while to the west is a panorama of a hundred miles of sea coast, valley and mountain.

The Southern National Highway commences at Washington, D. C., stretches across the continent and ends at San Diego. Arizona is doing its part in the construction of roads; the magnificent bridge across the Colorado at Yuma is now assured. The Gila River bridge is now under course of construction and within the next two years the Southern National Highway via Texas, New Mexico, Arizona to San Diego will be completed. It is no hardship to drive to Phoenix, Arizona, in three days, and to El Paso, Texas, in five from San Diego.

San Diego County is blessed with over a thousand miles of good roads. Our magnificent roads are largely instrumental in the wonderful growth of San Diego, city and county, a growth unequalled in any section of the State of California.





ONE TON OF FISH—ONE DAY'S SPORT AT SAN DIEGO

## TOURISTS

History and romance vie with each other in winning the hearts of the visitors, for San Diego stands as the beginning in California. History will tell you that here was planted the first wooden cross, followed by the first church, followed in turn by the first town. The Mission Fathers soon commenced the cultivation of the soil, producing the first palms, the first vine and the first olive tree. Here they established, likewise, the first irrigation system; the original dam is still standing. A traveler may walk about the spot where was raised the first flag; may wander amid the ruins of old adobe buildings; may ring the old Mission Bells, which were brought from Spain; may sit in the old enclosure of Ramona's Marriage Place, and dream of other Alessandros, and other Ramonas, whose pictures, perhaps, they may have seen in the Wishing Well.

The beaches are an ever-present source of health and pleasure, and the ocean waters lapping the shores of San Diego are the warmest to be found on the Pacific coast of the United States, making surf-bathing a pleasure not to be found elsewhere.

## FEDERAL OFFICERS

Postmaster, C. H. BARTHOLOMEW.

Marine Hospital Service, B. V. FRANKLIN, Surgeon in charge, 1005 American National Bank Building.

U. S. Immigration Service, HARRY H. WEDDLE, Inspector in charge, 230 Federal Building.

U. S. Weather Bureau, E. HERBERT NIMMO, 335 Federal Building.

War Department, Fort Rosecrans, WM. C. DAVIS, Major U. S. A.

Forrest Service, D. G. KINNEY, Supervisor Cleveland National Forest, 309 Federal Building.

U. S. Navy Recruiting Station, 846 Fifth Street.

U. S. Quarantine Station, Dr. W. W. McKAY, U. S. Quarantine Officer.

U. S. Commissioner, H. T. CHRISTIAN, 915 Sixth Street.

U. S. Bureau of Animal Industry, WM. MacKELLAR, 3589 Park Villa, Inspector in charge.

U. S. Customs, CLARENCE D. SPRIGG, Deputy Collector.

U. S. Internal Revenue, W. H. DODDRIDGE, Deputy Collector.



RESIDENCE OF JOHN D. SPRECKELS

## POINTS OF INTEREST

BALBOA PARK.—1400 acres; walking distance.—Sight-seeing automobiles, electric cars.

EXPOSITION SITE.—As above. No. 1 car.

CARNEGIE LIBRARY.—Eighth and E streets; walking distance.

FORT ROSECRANS.—Coaling Station; Ballast Point; Roseville.—Point Loma Ferry, sight-seeing automobiles.

LOS BANOS.—Walking distance; foot of Broadway; fresh and salt water baths.

OLD MISSION.—Seven miles from Fifth and Broadway. Most historic and interesting point in California; founded by Fr. Junipero Serra in 1769; old bells still in belfry; portions of old adobe walls still standing.—Sight-seeing automobiles.

OLD MEXICO.—Steam trains and sight-seeing automobiles.

OLD TOWN.—Where civilization began in California. First cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place.—No. 8 car and sight-seeing automobiles.

CORONADO AND TENT CITY.—Reached by street cars and ferry, sight-seeing automobiles.

OSTRICH FARM.—No. 1 electric car.

OLD SPANISH LIGHTHOUSE (Point Loma).—One of the most beautiful views in the world.—Sight-seeing automobiles.

NEW POINT LOMA LIGHTHOUSE.—Sight-seeing automobiles.

STATE NORMAL SCHOOL.—Electric cars No. 1.

SWEETWATER DAM.—Steam trains and sight-seeing automobiles.

TORREY PINES.—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

WARNER'S HOT SPRINGS.—Sixty-seven miles from San Diego. Reached by S. D. & S. E. R. R. Springs medicinally valuable.

THEOSOPHICAL INSTITUTE (Point Loma).—Sight-seeing automobiles.

BENNINGTON MONUMENT (Point Loma).—Sight-seeing automobiles.

WIRELESS STATION (Point Loma).—Sight-seeing automobiles.

IMPERIAL BEACH.—Reached by electric cars or boat.

OCEAN BEACH.—Reached by electric car, 4th and Broadway.

LA JOLLA.—Steam trains and gasoline motors, 4th and Broadway. An attractive resort.

DEL MAR.—Steam trains (Santa Fe).

CARDIFF.—Steam trains (Santa Fe).

OCEANSIDE.—Steam Trains (Santa Fe).

CORONADO ISLANDS.—Reached by boat. Mexican possessions.

GROSSMONT.—Reached by S. D. & S. E. R. R., and sight-seeing automobiles. One of the most wonderful views to be found.





HOTEL DEL CORONADO

## HOTELS

Name	Location	No. Rooms	Rate
U. S. Grant	Broadway, between Third and Fourth	500	\$1.50 up
New Southern	Sixth and B	90	1.00 up
Cecil	Sixth, between B and C	78	1.00 up
Lubin	Front and C	51	1.00 up
Barstow	Fourth and A	101	1.00 up
Del Coronado	Coronado Beach	450	5.00 up
San Diego	Broadway, between Union and State	275	1.00 up
Lanier	Third and Ash	50	1.00 up
Kingston	1161 Fifth	69	1.00 up
New Hotel Oxford	Fifth and F	84	1.00 up
Tioga	Third and B	118	1.00 up
Upas	Fifth and Upas	60	2.00 up
New Palace	Fifth and Elm	100	1.00 up
St. Charles	Eighth, between A and B	68	1.00 up
Botsford	1068 Sixth	75	1.00 up
Green	Third and C	35	.75 up
Brewster	Fourth and C	69	1.00 up
The Harvard	1028 B	36	.75 up
Hotel Jewett	Fourth and A	50	1.00 up
Burnap	Third and D	50	.50 up
Belcourt	Third and B	36	.75 up
Chelsea	915 Fifth	28	1.00 up
King George	Seventh and E	100	1.00 up
Polhemus	Seventh and C	100	.75 up
Yale	First and F	82	.50 up
Florence	Fourth and Fir	150	1.00 up
Lloyd	1334 First	65	1.00 up
Marquette	Eighth and F	66	.75 up
Knickerbocker	Third and E	96	1.00 up

A few of the many excellent hotels in San Diego. A complete list furnished upon application.



U. S. GRANT HOTEL



HOTEL SAN DIEGO





## THE HARBOR OF THE SUN

SAN DIEGO is the first Pacific American Port of Call north of the Panama Canal. A natural harbor, land-locked and absolutely free from storms at all seasons of the year. Here nature has combined utility and beauty in forming one of the world's greatest harbors. On the United States Pacific coast line of 1300 miles there are but three harbors capable of handling the largest vessels afloat, and San Diego is one of them.

Ninety per cent. of the population of the United States is closer to the port of San Diego than to either of the other ports.

It lies within 100 miles of the great circle traversed by vessels voyaging to and from the orient. It has natural channel waters deeper and wider than those of Baltimore, Boston or Philadelphia. When compared to any of the world's great ports, it can be proven conclusively that none possess better opportunities for facilitating business.

The terminus for the southern low-altitude railroads and unexcelled harbor advantages determine this port to be the trans-canal and trans-continental competitive point.





APARTMENTS—SAN DIEGO

## APARTMENT HOUSES

Name	Location	Rate
Frances Apartments	Tenth and Broadway	\$25.00 up
La Vista Apartments	Twenty-second and D	20.00 up
Gordon Arms	Second and Kalmia	\$20.00 and \$25.00
St. Anthony	Seventeenth and Broadway	20.00 up
Winter Apartments	Twelfth and B	35.00 up
La Mar Apartments	Third and Thorn	25.00 up
Florette Apartments	Front and Hawthorn	25.00 up
Amelia Apartments	901 Tenth	20.00 up
McRae Apartments	1543 Front	30.00 up
Lucerne Apartments	1968 First	25.00 up
Vue de L'Eau	2830 Fifth	25.00 up
Granada Apartments	2065 Union	25.00 up
The Balboa	2120 First	25.00 up
Balmoral	2165 Second	20.00 up
Naples Apartments	2140 C	20.00 up
Carnegie Apartments	940 Ninth, 63 apartments	25.00 up

San Diego has more than 200 Apartment houses. Extended lists furnished on application.

## NATIONAL GUARD OF CALIFORNIA

Third Division Naval Militia	LT. DON M. STEWART
Coast Artillery Corps	MAJOR H. R. FAY
Fifth Company	CAPT. SIDNEY CLYNE
Eighth Company	CAPT. JOHN V. C. BUSH
Medical Corps	FIRST LT. R. J. FLY



EMPRESS AND SAVOY THEATERS

## PERTINENT FACTS

Here one not only lives longer, but he gets more out of life for every year that he lives. One can live out-of-doors here more days in the year than anywhere else on the continent.

Both the man of large capital and the man of slender means can invest money here with safety and with assurance of good returns. Southern California is the most delightful place in the world, and there are only 44,000 square miles of it.

The transaction of commercial business is a pleasure, lacking most of the irksome features which wear out the business man in other localities.

The man of slender means can own his own home here on a more satisfactory basis than in most localities. Unlimited capital behind building enterprises makes the purchase of a home at a reasonable price and with a small payment down possible.

The commercial and social atmosphere is broadening and upbuilding.

The free school advantages are second to none.

The rich soil, warm sunshine and an almost inexhaustible water supply make the entire southland a veritable garden. Citrus and deciduous fruits and all kinds of vegetables grow lavishly.

Industrial development is based on substantial and unchangeable advantages which assure its continual growth. All kinds of work can be performed throughout the year without hardship or drawback.

Southern California is a paradise for automobilists. More than 300 days in the year can be utilized for motoring without discomfort, and the routes available are matchless for scenic beauty.

Almost everybody can have an ideal country home and still remain within thirty minutes' ride of his down-town place of business.

San Diego is a city of churches, with every denomination well represented.

Southern California is a mecca for vegetarians. Fresh fruits and vegetables in great variety and at a low price are available every day in the year.

A man can make as much money from ten acres here as from 160 in New England.

There are more things worth while going on here than in almost any community in America, and to participate in them is not only profitable but inspiring.

THEY BUILD AND OCCUPY A BUSINESS BLOCK OR A HOME IN SAN DIEGO EVERY FIFTY-EIGHT MINUTES.





SPRECKELS AND ISIS THEATERS

## CLUBS

Amphion Club: Miss Gertrude Gilbert, president, 1039 First Street.  
 Automobile Club of Southern California: H. C. Covell, representative, Spreckels' building.  
 Cabrillo Athletic Club: 1032 Fourth Street.  
 Cabrillo Club: 916 Seventh Street, H. W. Hinman, secretary.  
 Channing Club: Mrs. Wm. Alderson, president, 168 Sierra Vista.  
 Coronado Country Club: Colin G. Ross, Secretary, Coronado.  
 Country Club: Thos. Rife, president, 3713 Eighth Street.  
 Cuyamaca Club: H. H. Jones, president, 3280 Sixth Street.  
 Four C's Club: Fred Lindley, president.  
 Mendelssohn Club: Mrs. Zay Rector Bevitt, president, 3914 Third Street.  
 Nurses Club: Hotel Brunswick, First and Beech Streets.  
 Pacific Yacht Club of San Diego: Leslie Cassie, president, 1443 Evans.  
 Pastime Gun Club: Chas. H. Julian, president, 1228 Second Street.  
 Physicians Club: Dr. B. J. O'Neill, secretary, 1332 C Street.  
 Point Loma Golf Club: Reed Johnson, president, 3312 A Street.  
 San Diego Club (Ladies): Mrs. E. M. Capps, president, 2240 Fourth Street.  
 San Diego Cricket Club: J. H. Bradshaw, president, 224 Lyndon Road.  
 San Diego Shakespeare Club: Pauline Battin, president, 840 Robinson Avenue.  
 San Diego Yacht Club: Ernest W. Dort, secretary, 710 Harrison Avenue.  
 Scottish Social Club: Emma Veazey, secretary 1344 National Avenue.  
 University Club of San Diego: J. M. Ward, secretary, 1244 A Street.  
 Columbia Rowing Club: Iva Barker, secretary, 1703 Logan Avenue.  
 Olympia-Columbia Rowing Association: Mabel Riedy, secretary.  
 San Diego Rowing Club: Chas. E. Sumner, president, 2606 Third Street.  
 Wednesday Club: Mrs. H. W. Foote, president, Ivy Lane, northwest corner Sixth Street.  
 Zlac Rowing Club: Mrs. Warren Crouse, commodore, foot of H.

# HISTORY

1542. Discovered by JUAN RODRIQUEZ CABRILLO, and named San Miguel.
1602. SABASTIAN VISCAINO entered the bay and called it SAN DIEGO.
1769. GALVEZ, in command, arrived with two ships (San Antonio and Carlos), April 11th and 29th.  
CAPT. REVERA with land forces arrived May 14th.  
PORTOLA and FATHER SERRA with land forces arrived June 29th.  
FIRST MISSION immediately built and dedicated July 16th.
1770. Preparations made to desert the Mission. Father Serra, while at prayer on the hill, sees the ship at sea and supplies arrive.
1773. First converts to the faith (76). Ortega in charge of fort.
1774. MISSION MOVED six miles up river.
1775. MISSION DESTROYED by the Indians in November.
1776. FATHER SERRA returns from Monterey to arrange rebuilding.
1777. Reconstruction started on the new Mission.  
FATHER JUNIPERO given faculty to confirm.  
FATHER JUAN FIGUERO came and took charge.
1778. EXECUTION OF THE INDIANS (leaders of the uprising).
1781. LIEUT. JOSE DE ZUINGA took command of the Government of California.
1782. The old church in the Presidio burned.
1784. The Mission up the river completed.
1804. Territory divided into old and new California.
1811. Mexicans began struggle for independence in California.
1813. Final dedication of the Mission buildings up the river.
1820. Began shipping hides from this port.  
First hide house built by James Arthur.  
Estudillo made commander of port.
1822. The Mexican flag succeeded the Spanish flag.
1824. Colonization law went into effect, authorizing land grants.
1825. San Diego river cut through its bank and again flowed into the bay.
1829. FIRST AMERICAN FLAG was raised—unofficially.
1831. Plans laid for revolt by Abel Stearns, Cabrillo, Bandini and Pio Pico.
1832. San Diego ceased to be political center of California.
1834. First election held.  
Natalia entered the bay.  
Pueblo San Diego organized.
1835. Civil government inaugurated.
1836. Dana's visit to San Diego.
1838. Establishment of customs port.
1841. First resident Priest, after reign of Mission Fathers, was FATHER VICENTE OLIVE. FATHER FRANCISCO GARCIA DIEGO, was the first Bishop.
1845. Town lands surveyed.
1846. OWNERSHIP OF LANDS MADE LEGAL and property taken from the Missions.  
MILITARY POST established by United States.  
BATTLE OF SAN PASQUAL, Dec. 6th.  
J. J. Warner purchased Warner Ranch of 36,000 acres.  
FREMONT'S ARRIVAL JULY 29th.  
FIRST AMERICAN FLAG RAISED officially.  
FITCH and ORTEGA, first Alcaldes.
1847. End of Mexican war. Kearney's force arrives Dec. 12th.  
Treaty signed between Mexico and United States.  
First Pony Mail established.
1848. Title guaranteed by United States Board of Land Commissioners.
1849. Became port of call for Panama Steamship Company.
1850. U. S. Quartermaster Department established.  
March 16th, 160 acres granted for townsite.  
Middletown land grant for townsite.  
April 1st, first election.  
May 6th, first District Court organized and two cases tried in September.  
Incorporated as a city. JOSHUA BEAN first Mayor.  
First Assessment Roll.  
Torrey pine tree discovered and named.  
First wharf started.



## HISTORY CONTINUED

1851. First newspaper, the HERALD, published May 29th.  
Barracks were constructed.  
Cornerstone laid for the first Catholic church in Old Town.  
Work begun on old lighthouse, elevation 492 feet.
1852. City charter repealed and turned over to trustees.
1853. May 6th, Masons received charter for Lodge No. 35.  
First carriage owned by Abel Stearns.
1855. Lighthouse completed and lighted.
1856. San Diego Guards organized.
1857. Aug. 1st, first overland mail left for San Antonio, Texas.  
First stage for St. Louis.
1867. FATHER A. E. HORTON arrived.
1868. October 3rd, first publication of the UNION came out.
1869. First Protestant house of worship in Horton's addition, the Episcopalian.  
Postoffice established.  
August 21st, WEEKLY BULLETIN published.  
May 17th, Fire Department organized.
1870. New Lighthouse on Point Loma, end of point.  
Start of free library.  
Bank of San Diego and Chamber of Commerce organized.  
Gas was installed.  
Military reservation established on Point Loma.
1871. Government Weather Station established in October.  
Work started on first courthouse.  
Texas Pacific Railroad proposition started.
1872. Old Union building erected for T. & P. R. R. offices by Horton.  
Louis Agassiz, Thomas Hill, Thomas Scott, John Sherman, visited.  
Title of land confirmed by Secretary of Interior.  
Transfers legalized by State Legislature.  
First water company formed.
1873. Water Company incorporated.
1875. Reservoir built on University Heights.
1876. A new City Charter adopted.  
San Diego Light Guards organized.
1877. Lieut. Reade gave an exhibition of the first Telephone in San Diego.

1881. San Diego Gas Co. organized.
1882. San Diego Telephone Co. organized in May.
1886. Electric lights installed and city lit up.  
Construction on Sweetwater and Otay dams started.  
Street Car Company organized and first car run.  
New City Charter adopted (City of fourth class).
- 1887-88-89. The big boom.  
Board of Harbor Commissioners formed.  
First electric car run.
1888. Sweetwater dam completed.
1899. San Diego Cable line incorporated.  
San Diego Flume completed.
1890. Spreckels bought the UNION.  
County Court House completed: \$200,000.  
\$400,000 expended on new buildings.  
\$250,000 on street improvement.  
\$400,000 upon the only cable line on the coast (at the time).
1891. County produced 120 carloads of oranges.  
Six irrigation districts formed.  
Made port of call for Pacific Mail Steamship Co.
1892. Electric lines purchased by Spreckels interests.
1898. Country Club organized.
1899. Central section of Normal school dedicated.
1900. East wing of Normal school dedicated.
1901. Police force numbered 12.  
City purchased water system within city limits.
1904. Plans to establish Biological station at La Jolla.  
West wing of Normal school dedicated.
1905. Explosion of Bennington in harbor.  
Over 600 homes built in city.
1906. Construction started on U. S. Grant hotel.  
Thirteen miles of sidewalks laid.  
Oil discovered in county.
1909. Plans for San Diego 1915 Exposition formulated.
1912. City purchased Southern California Mountain Water Company's system.

## SAN DIEGO COUNTY

THIS is one of the original twenty-eight counties of the State, and was created February 18, 1850. Afterwards the County was divided several times, and has now an area of 4,171 square miles, and 2,669,700 acres. The land rises gently from sea level to heights of more than 5,000 feet, at a distance of 60 miles from the coast. From this crest the land to the east drops rapidly to the level lands of Imperial Valley. This territory was originally a part of San Diego County, and is said to be the richest body of land in the world, comparable with the valley of the Nile. The arable portions of the County are divided into a series of terraces, or plateaus. The lower, or coast terrace, comprises a number of valleys with intervening mesas, which large area is practically frostless. Next comes a series of large and beautiful valleys at an elevation of from 400 to 500 feet. The third terrace has an altitude of from one thousand to twenty-five hundred feet, and is broken into numerous small intervening valleys, nooks and glens. The rest of the territory is mountainous. The entire tillable land is estimated by the government to be more than 500,000 acres.

EFFECTIVELY AND PROPERLY STORED THERE IS IN SAN DIEGO COUNTY SUFFICIENT WATER TO PROVIDE LIBERALLY FOR A CITY OF 1,000,000, WITH ENOUGH LEFT OVER TO IRRIGATE AND SATISFY ALL THE VALLEYS NEEDING IRRIGATION.

THE AVERAGE RAINFALL 69 MILES FROM SAN DIEGO IS 30 INCHES.

THE CLIMATE OF SAN DIEGO COUNTY IS ALL THAT CAN BE DESIRED. THE DIFFERENT ALTITUDES PRODUCE INNUMERABLE VARIATIONS OF AN ALMOST IDEAL CLIMATE.

IN THE NATURAL ORDER OF EVENTS, DURING THE YEARS TO COME, SAN DIEGO COUNTY IS DESTINED TO BECOME THE MOST DENSELY POPULATED SECTION OF THE UNITED STATES.

POPULATION OF SAN DIEGO COUNTY, OUTSIDE OF THE CITY, 45,000.

## COUNTY SCHOOLS

Number of Grammar Schools.....	145	
Number of Pupils.....	4979	
VALUE .....		\$525,455.00
Number of High Schools.....	9	
Number of Pupils.....	487	
VALUE .....		\$171,910.00

HUGH J. BALDWIN  
County Superintendent.





COUNTRY ROAD—SAN DIEGO COUNTY

## ALPINE

Alpine is a beautiful mountain valley thirty miles east of San Diego, at an elevation of 1,850 feet. It is noted as a health resort, and the actual development of its agricultural possibilities has just begun. Fruits of many kinds grow here, including the olive, apricot, peach, prune, pear, grape and apple. The live oak, which is indigenous, adds much to the comfort and delight of both pleasure-seekers and health-seekers. Permanent residents number about 600 in the district. Alpine is the half-way house, so to speak, between Lakeside and Descanso, and is provided with school, church, townhall, library, stores, a commodious hotel and furnished cottages for tourists and others.

## BUCKMAN SPRINGS

About half way between Descanso and Campo, on one of the main boulevards of the County, is located the famous Buckman Springs. These lithia waters, bottled with nature's own carbonic gas, have an established reputation throughout the United States.

## CAMPO

Fifty-one miles east of San Diego, close to the State line, traveling from San Diego to Imperial Valley, one comes to a delightful little mountain resort known as Campo. It has an elevation of 2,550 feet, and the survey for the San Diego & Arizona Railroad runs directly through the village.

Splendid hotel accommodations are to be found here, and at the principal season most interesting and entertaining Indian festivals are held.

The greater part of the thousand acres of fertile land is used at present for grazing purposes, but this section is well adapted to the growing of deciduous fruits. The average rainfall is 20 inches.



CARDIFF-BY-THE-SEA

## CARDIFF-BY-THE-SEA

Cardiff-By-The-Sea is located on the Santa Fe Railroad, just twenty-seven miles up the coast from San Diego.

Added to the natural advantages of location and surroundings, Cardiff has been developed and improved in a uniform way. The entire public portion of the town is being built in an absolute mission design, characteristic of Southern California. This means that all business houses of every nature and every public building must, although they may differ in detail, conform to the one general design, assuring an artistic, architectural harmony; something never before attempted in a beach city.

Cardiff-By-The-Sea has two miles of white sand beach, from 100 to 1,000 feet in width (according to tides), so hard that automobiles may be driven upon it at any time—no stones, no rocks, with a surf of from five to ten unbroken crests, eternally rolling in—a beach so gradual in slope that one may wade out for hundreds of feet.

The Olivenhain Colony, famous for the production of beans, is located in this neighborhood. Easterners have a faint conception of the magnitude of the bean crop in Southern California. Some student of statistics has figured out that the bean crop of just one Southern California County, a year ago, was worth more money than the entire corn crop of the State of Nebraska. The soil near Cardiff is being rapidly brought under cultivation for beans and other valuable crops.

## CHULA VISTA

(Beautiful View)

Lying along the Bay, about seven miles south of San Diego, is the attractive suburb of Chula Vista. It commands a fine view of the waters of the Pacific, Coronado, Point Loma and the City of San Diego; while to the south the landscape is filled with glimpses of citrus orchards, with vistas of the distant Mexican mountains.

The climate of Chula Vista is the same as that of San Diego and the entire bay region, the average annual temperature being about 61°.

The soil is adapted to the production of lemons, oranges, grape fruit, peaches, plums of all kinds, almonds, apples, pears, berries and vegetables, but the most popular crop is the lemon, as climatic conditions are particularly favorable to its cultivation. Water is supplied from Sweetwater Reservoir, at the annual rate of \$7.00 per acre. This entitles owners of land to 350,000 gallons per acre yearly, which is ample for any orchard. This suburb enjoys good electric transportation facilities which, together with its nearness to the city, makes it a desirable residential section for those desiring to combine city and country life. It has many educational and social advantages, including modern schools, churches and clubs. The Chula Vista Yacht Club is a representative organization, whose members can indulge in water sports every day in the year, made possible by the equable climate and weather.





INTERNATIONAL POLO GROUNDS

The commercial affairs of the community are adequately cared for, there being two banks, a telephone system, mail delivery, printing plant, electric power, light and gas, lumber yard, packing houses, etc.

The McNabb Hospital, newly built at a cost of \$40,000, is well equipped and thoroughly modern.

The Tracy Ornamental Brick and Art Stone Company, with a plant costing \$125,000, manufactures the highest type of fancy brick and tiling.

There is room and opportunities here for many other industrial plants for which the rapid advancement of San Diego and the southwest are creating an urgent demand.

## CORONADO

Across the Bay on Coronado Peninsula, is being built one of the most beautiful residential sections of the entire City. While it has a separate City Government, Coronado to all intents and purposes is a part of San Diego. Fronting both on the ocean and on San Diego Bay, with all the advantages of a modern city, it is an attractive spot for the wealthy resident, or the home-seeker.



CURTIS SCHOOL OF AVIATION, NORTH ISLAND



STRATFORD INN, DEL MAR

This suburb is especially famed for the Hotel del Coronado, the most famous resort hotel of all America, open all the year. It covers about five acres of ground, is within a stone's throw of the beach, and is almost entirely surrounded by beautifully parked grounds of semi-tropical shrubbery.

Adjoining the hotel proper is Coronado Tent City, one of the most unique resorts in the world. Life at Tent City is a continual round of pleasure from January to December; tent houses and palm cottages are the homes of thousands of people during the greater portion of the year. Land and water sports of every kind are at hand, and during the season one of the finest bands in the United States gives concerts afternoons and evenings.

Here also is located the Coronado Country Club, and on the grounds of this organization take place the International Polo Meets, during the winter, and the Golf and Tennis Tournaments during the summer.

On North Island, which is joined to Coronado, we find the United States Army and Navy School of Aviation, whose wide reputation has made San Diego the aviation center of the Western Hemisphere.

## DEL MAR

Del Mar, "The Spot Beautiful" and known as the "Newport of the Pacific", with every charm of a picturesque California resort, combining ocean, mountain and valley, is located about twenty-two miles north of San Diego, on the new State Highway, making it a Mecca for motorists; also on the main line of the Santa Fe Railroad—stop-over privileges on all railroad tickets. The man or woman of wealth or of moderate means who is looking for rest and recreation, demanding every requirement short of the Elysian, will find in Del Mar his ideal. On every hand are magnificent scenes of surf and shore.

Stratford Inn, at Del Mar, is a twentieth century model of construction and service; open the year round, designed and operated especially for those desiring the refined atmosphere of a well ordered home, with all the comforts and advantages of a new and modern hotel.

Building restrictions assure purchasers that the high standard of the present improvements will be maintained, and everything done to make Del Mar what nature designed it to be—a most beautiful and pleasing place, with a perpetual springtime climate of remarkable salubrity and unflinching evenness, where poppies grow on trees and bloom the year round, and hundreds of other flowers in the gardens, which are a continuous kaleidoscope of changing color.

Surf bathing is most excellent, and the new and costly bath-house and plunge, with nearly a million gallons of tepid, running salt water, is second to none. The thousand-foot pier is a great attraction for the man with rod and reel, where the gamiest of fish, from a pound to twenty-five pounds, are caught. Del Mar is one of the show places of the Pacific Coast.





HULBURD RANCH, NEAR DESCANSO



EAST SAN DIEGO



EL CAJON VALLEY

## DESCANSO

Descanso, "Place of Rest", is well named. The center of a large mountain park, the natural beauty of which is not surpassed in Southern California. It presents great attractions to the vacationist, and every season the several fine resorts are filled to overflowing. Two branches of the County Boulevard system pass through this section, making it easily accessible to autoists, and thousands annually make the loop north, via Cuyamaca, Julian, and Ramona, or south via Buckman Springs and Campo. Many fertile ranches are scattered throughout the district, the main products being cattle and fruits, particularly apples and pears, which do exceedingly well. The tired business man, or the lover of nature, will not regret a season spent at this ideal mountain resort.

Descanso is a part of the playground system of San Diego County.

## EAST SAN DIEGO

East San Diego is a separate municipal organization, adjoining the east line of the City of San Diego, hence the name.

The city covers an area of six square miles of high, slightly level lands, only 30 minutes by electric car from the business center of San Diego. Altitude, 400 feet. The street car system is part of the regular San Diego system, double-track service, with five-cent fare. The same water system also supplies both cities.

Schools are modern and up-to-date, and have an enrollment of more than 600 pupils.

On January 1st, 1908, there were only 15 buildings, now there are more than 1,300. The population at the same time has increased from 13 persons to over 5,000.

If you wish to live in a live, growing community, where there are all the conveniences of the city, and plenty of fresh air and sunshine, you will not make a mistake in locating in this splendid suburb.

A greater part of the streets are now being graded, surfaced and curbed.

## EL CAJON

This valley, said by travelers to be one of the most beautiful in all the world, contains about 20,000 acres of most excellent land. It is located the short distance of 15 miles northeast of San Diego. On account of the level floor of the valley, surrounded by a low-lying range of hills, the name given to the territory by the Spanish settlers means "the box," and is pronounced, "El-Ca-hone".





RESERVOIR AND ORCHARDS, ESCONDIDO

On the south is Grossmont, one of the scenic attractions of the country. Directly east is the ever-changing color scheme; north is El Cajon Mountain, or "Elephant Back," while to the west are the high mesa lands, with their winding and scenic drives. Reaching in every direction across the floor of the valley are the vast vineyards and numerous orchards. The vistas are broken only by the intensively cultivated smaller ranches, with their artistic homes and beautiful shrubbery. Water is king in California, and El Cajon Valley is especially blessed, for there is an abundant supply at shallow depths. All of the deciduous fruits are raised to perfection, and likewise the valley is famed for oranges, lemons and grape fruit. The highest awards at the different expositions attest to the quality of the raisin crop.

Last year saw the subdivision of the last large ranch but one, and this one must soon follow. Instead of 3,000, the valley is destined to become densely populated and is capable of supporting 30,000 individuals. There is not a single adverse condition to be found here which cannot be overcome by care and attention. A portion of the south and west ends of the valley has recently incorporated as the City of El Cajon. Here are to be found stores of every description, hotels, machine shops, well equipped lumber mill, bank, churches and schools. The San Diego Electric Company has covered the entire valley with a network of wires, carrying light and power. Telephone service is supplied by the Home Telephone Company. Any reasonable demand made by the new-comer will be taken care of by the business interests of the district.

Bostonia as a community derives its name from the postoffice and store, which originally was established for supplying the needs of the large Boston Ranch. This center is located in the eastern end of the valley, about three miles from the City of El Cajon. Here is situated the El Cajon Valley High School, a school bearing an enviable reputation for high standing and efficiency. This territory produces lemons, oranges, grape fruit, apricots, figs, pears, guavas, loquats, strawberries, mulberries, blackberries and raspberries, wheat, oats, barley, corn, alfalfa, and all the vegetables possible to be produced in Southern California.



FALLBROOK

## ESCONDIDO

One of the most beautiful as well as one of the most fertile valleys in all of Southern California is the Escondido Valley, locally known as the "Sun-Kissed Vale."

The town of Escondido (pronounced Es-con-deed-o) lies in the center of the valley, at an elevation of 700 feet above sea level. It is a city of the sixth class, with a population of about 2500 and an assessed valuation of \$1,092,000. Has fine schools, churches, electric lights, gas, telephones, sewers, a daily and two weekly newspapers, and four banks—two national and two savings—with deposits of over \$800,000.

Escondido is 34 miles north of San Diego, the county seat, and is 14 miles inland from the ocean; is the terminal of a branch line of the Santa Fe railroad, and the right-of-way has been secured for an electric line direct to San Diego.

The climate is delightful for, being only 14 miles back from the ocean, the sea breezes mingle with those from the mountains nearby and the possibility of any continued hot spell is eliminated. The average rainfall in Escondido for the last 35 years has been 15.31 inches, while the average rainfall for ten years ending with 1912 was nearly 17 inches. The average maximum temperature for 1912 was 76 degrees; average minimum 49 degrees; mean temperature, maximum and minimum, 61 degrees.

The water company, which furnishes water for irrigation of the valley, is owned and operated by the fruit-growers and farmers organized into a corporation, not for profit, and known as the Escondido Mutual Water Company. The plant has cost nearly \$400,000 and is free of debt. During the past eighteen months the company has torn out all of the old wooden flumes and replaced them with tunnels and cemented ditches, making it one of the finest systems in the country, and one that can be relied upon to deliver the water. The reservoir is filled from the flood waters and the normal flow of the San Luis Rey River, one of the largest rivers in Southern California, and is sold to the farmers at 10 cents for 13,000 gallons, which is a very low rate. Water for domestic use or for irrigating small tracts can also be secured by sinking wells from 10 to 75 feet deep. The water is of excellent quality and free from alkali or other mineral contents.

Many of the fruits and all of the grains and grasses are grown without irrigation on account of the heavy rainfall and the soft and friable soil, which holds the moisture to perfection. Escondido Valley produces all of the following at a profit to the grower: Oranges, lemons, grape fruit, grapes, apples, peaches, pears, olives, walnuts, almonds, figs, raisins, alfalfa, grain, hay, dairy products, chickens, and vegetables of all kinds.

Four splendid boulevards radiate from Escondido—one to San Diego; one to San Pasqual, Ramona and Imperial Valley; one north to Oceanside and Los Angeles, and one to Valley Center and Rincon, while another will be built this summer direct to the ocean, 14 miles distant. These boulevards connect with all others in the county and the total mileage of them all is over 450; all are kept in perfect condition, and one may ride in an auto over the high mountains and beautiful valleys, through primeval forests, rivaling in scenic beauty the famous Alps, and then through orange and lemon groves, apple, pear and peach orchards and miles of vineyards.

## FALLBROOK

Fallbrook is situated in the northern portion of San Diego County, eighteen miles from the ocean, on the automobile boulevard between Los Angeles and San Diego, on the "Inland Route", about sixty miles north of San Diego, at the terminus of the Fallbrook branch of the Santa Fe Railway. The population of the Fallbrook district is about a thousand, and of Fallbrook 400. It is recognized as one of the richest and most productive sections of San Diego's back country.





MME. SCHUMANN-HEINKE AT HER HOME ON GROSSMONT, OVERLOOKING EL CAJON VALLEY

The elevation is about 700 feet and the surrounding country is a rolling mesa. The soil is decomposed granite, fine for fruit culture. The district is, practically, undeveloped and offers exceptional opportunities to the settler. Its products are citrus and deciduous fruits, olives, hay, grains, honey, and can be made one of the foremost poultry sections of the state, as conditions are especially favorable for poultry raising. The average rainfall is nineteen inches, and the temperature rarely gets as low as 32 and seldom touches 90 in the summer.

Fallbrook has three general stores, and a number of other retail stores, an excellent hotel, \$20,000 high school building, bank, newspaper, garage, lumber yard, etc. Water for irrigation is secured from wells, and late developments have demonstrated that the supply is large and of excellent quality.

## GROSSMONT

Standing like a sentinel between the gently rolling country around La Mesa and the incomparable valley of El Cajon, is Grossmont, a veritable "lookout" mountain, rising several hundred feet above the plain, in a new country residence section. Splendid automobile roads wind about this hill on gentle grades, so that the summit can be reached with ease and comfort. Near the top, perched on a comparatively level spot, is Grossmont Inn, fast becoming a popular winter and summer resort. The inn is modern and splendidly equipped, and has become a regular stopping place for autoists and others making the trip overland between San Diego and Lakeside, and points beyond. Nearby are a number of winter homes of famous men and women. From the inn to the top of the mountain is but a few hundred feet, and from here one has a magnificent view of the surrounding country and the distant ocean.

## IMPERIAL BEACH

At the extreme south end of San Diego Bay is located Imperial Beach, with electric car service in combination with rail and ferry to San Diego. It has one mile of ocean frontage, an amusement and fishing pier, board walk, excellent surf bathing, stores, hotels, schools, water and electricity.

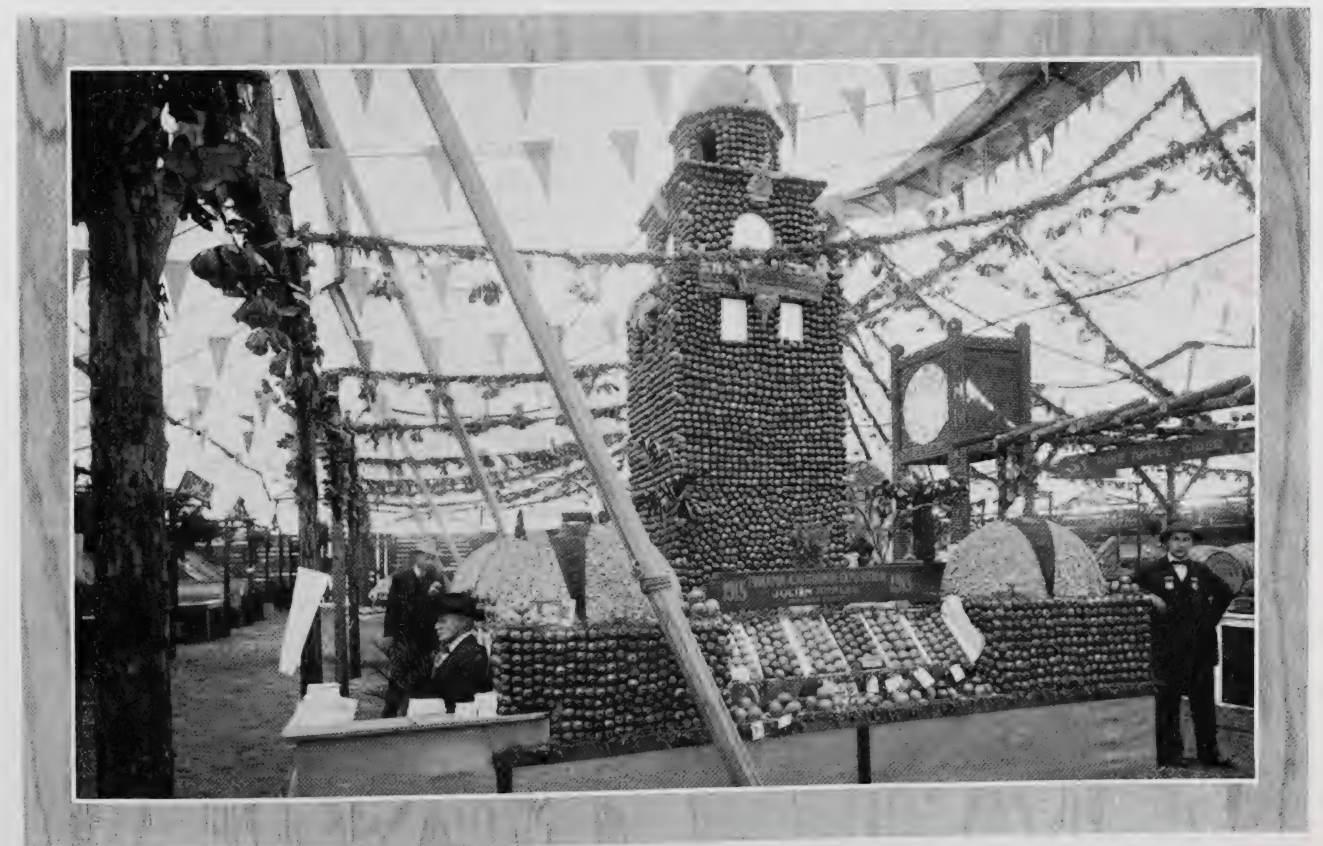
The murmur of the surf, the wonderful scope of view, and its general spirit of peace and serenity, appeal to those seeking rest or recreation.



IMPERIAL BEACH

## JAMACHA

Fifteen miles east of the City of San Diego is the Jamacha region, one essentially adapted for the growing of olives. Situated upon the Sweetwater River, sheltered by the surrounding hills from the winds, citrus fruits, olives, walnuts, grapes and deciduous fruits here attain perfection, while hay and all grains reach early maturity.



JULIAN DISPLAY AT WATSONVILLE APPLE SHOW





LA JOLLA

## JULIAN

The natural home of the apple, Julian, is situated sixty miles east of San Diego, at an elevation of 4,300 feet, and is reached by stage (with service daily except Sunday), thirty-two miles from Foster, the terminus of the San Diego, Cuyamaca & Eastern Railway.

The principal industries at Julian are apple-raising, stock-raising, mining and lumbering. With the coming of railroad transportation, here will be planted some of the largest and most productive commercial apple orchards in the world.

Mining is also extensively carried on. From this district come the famous semi-precious gems, beryl, tourmaline, jade, sapphire, topaz, hyacinth, kunzite, garnet, etc. The gold and silver mines have produced several millions of dollars.

## LA JOLLA

La Jolla (La Ho-ya) is a town of 1,400 inhabitants sixteen miles from the business center of San Diego, and composed largely of people retired from active business life. Thousands of tourists annually visit this beautiful suburb—some to enjoy a season of rest and pleasure in this favored locality, and some for just a brief view of the many attractions to be found here. No one should leave San Diego without seeing the caves, the bathing coves, Alligator Head, the Witches' Cauldron and the never-to-be-forgotten view of mountains, valleys, plains and sea from the top of Mount Soledad. La Jolla has golf links, club house and reading rooms for the entertainment of visitors, and the exhibition at the Biological Station is well worth a visit.

It has, also, an excellent public library, churches of different denominations, bank, newspaper and good stores of all kinds. There are many cosy cottages and splendid housekeeping apartments, with every modern convenience, to be had at reasonable rates, throughout the season. The season here lasts twelve months.

## LAKE SIDE

This pleasing town is located on the San Diego River, twenty-one miles from San Diego, and is reached by the San Diego & South Eastern Railroad. Perhaps no part of the country shows a better growth in recent years than the territory about Lakeside. With 20,000,000 gallons of water pumped and repumped daily from the river sands, the reason is readily seen.

On the lower lands will be found the alfalfa and dairy ranches; while on the rolling uplands the finest of fruits can be produced.



SANTEE AND LAKESIDE VALLEY



LEMON GROVE





LA MESA

## LA MESA

The present population of La Mesa is 1,200. It is a live community, and one that is steadily growing. New residents are attracted by the exceptional advantages of the place, its ideal climate, its up-to-date improvements and its charming location. It is eleven miles from San Diego, on the San Diego & South Eastern Railroad. It is the highest station on that line, the elevation being from 539 to 800 feet. The railroad runs four trains each way daily, 11 cents commutation fare. Auto stage every two hours.

La Mesa is situated among the small mountains or foothills. It has a number of level blocks in which the business portion of the town is situated. Also, there are plenty of level residence lots for those desiring such, while the remainder of the townsite is made up of knolls and hillsides, affording delightful locations for homes, with views of mountain and valley. La Mesa has seven miles of cement sidewalks; eight and one-half miles of curbing; pressure water piped to each house; fine spring water at the edge of town; Methodist, Congregational and Baptist churches; good graded school with four teachers; telephones; opera house, Women's Club House, bank, stores and shops representing the principal trades, gas and electricity.

## LEMON GROVE

Located only nine miles east of San Diego, at an elevation of 440 feet, is the town of Lemon Grove, a ranching suburb, where citrus orchards have been very productive for more than twenty years, and where beautiful suburban homes are being built under old shade trees and among fine orange groves. There are about 1,200 acres of cultivated land, over 600 acres of which are in lemons, oranges and grapefruit. Olives, peaches and various small fruits do very well; San Diego supplies a ready market, and the proximity of the city makes poultry and berry raising very profitable on small ranches. With good transportation, furnished at present by the San Diego & South Eastern Railway and by auto stages, Lemon Grove is fast becoming a large commuting town. Many ranches are being cut up, so that one may purchase a homesite of from one-half to two acres in size with large, full-bearing trees, giving them an income, yet avoiding the care of a large ranch. The churches, schools, stores, etc., are of the best, and every convenience of the city is available.

## MESA GRANDE

"A grand or magnificent plateau", is located fifty-three miles northeasterly from San Diego, at an elevation ranging from 3,300 feet to 4,000 feet, and is in the heart of the Coast Range—the Cuyamaca Mountains. The district is gently rolling and is dotted here and there with live-oak and pine groves. The surrounding hills are covered with forests and are indented with narrow, meandering valleys and deep, rugged canyons, through which mountain streams tumble and roar on their way to the sea. There are many waterfalls, picturesque gorges and magnificent outlooks on Mesa Grande, and these attractions, combined with the wealth of deciduous fruits and berries, its matchless gems and quaint Indian hamlets, its dry, balmy climate and pure, sparkling springs, make it one of the most popular mountain resorts in all Southern California.



HIGH SCHOOL, NATIONAL CITY

## NATIONAL CITY

Adjoining the city of San Diego on the south, along the eastern shore of San Diego Bay, is National City, another one of San Diego's charming suburbs. It is on the line of the Santa Fe, the San Diego & Arizona, the San Diego & South Eastern, and the Interurban Electric Railroads.

Here are located the large material yards of the Santa Fe system, extending about a mile along the bay shore and reached by ten tracks. An idea of its immensity can be formed from the fact that at present more than 2,000,000 railroad ties are stored here.

It has over two miles of harbor frontage, with depth of channel from 22 feet to 35 feet at low tide, ample to accommodate coastwise shipping as well as foreign trade.

With its splendid railroad and harbor facilities National City offers an unusual field for industrial development, and a number of choice factory sites are available. The San Diego Vitrified Brick and Clay Products Company is engaged in brick manufacture. The California China Products Company specialize in faience tile. The San Diego Reduction Company operates an ore reduction works. The National Citrus Products Company used this past year three million pounds of lemons for citrate, citric acid, lemon oil, etc. More than \$1,250,000 worth of lemons were shipped from this section during the season of 1911-12.

Deciduous fruits of all kinds thrive in this vicinity; likewise all kinds of vegetables and berries. The climate is practically the same as that of San Diego, viz: the most desirable.

National City has exceptionally fine schools, a public library, a fire department—well equipped and efficiently manned, churches, fraternal organizations, and two banks with deposits of \$300,000.

\$60,000 worth of paving has just been completed.

Population, 4,000.

## OCEAN BEACH

On the western slope of Point Loma, near the entrance to False Bay, facing the open Pacific, is located a suburb which includes the attractive features of beach resort and place of permanent residence. Here is found a wide expanse of ocean strand, where the swells and breakers invite the surf bather. Fishing piers and clam beds are among the attractions. Picturesque rocks, caves and coves compose the adjacent coast. Bath-houses, swimming pool, dignified cafes, perfect boulevards and natural beauty are characteristic of the spot.

A new feature has been recently added to Ocean Beach, known as "Wonderland," a modern amusement park with all the attractions of Coney Island. The buildings are all white, of Moorish design, and are outlined by thousands of electric lights, suggesting, at night, a scene from some fairy tale. Wonderland represents an investment of \$300,000.00.





OCEAN BEACH

## OCEANSIDE

For a locality that conforms to the requirements for a homesite, or offers promise for the investor, that strip of territory in San Diego County of which the town of Oceanside is the center merits attention. It extends for twenty miles up and down the coast, and reaches inland to comprise the fertile valley of the San Luis Rey River and tributary valleys.

Oceanside is located on the coast, in the heart of this favored section, being the first place at which the traveler stops on entering the county on the Santa Fe Railway, and the gateway of San Diego County, and from this point branch lines of the same road extend to the inland towns of Fallbrook and Escondido. It is the possessor of its own water works, which furnish an abundant and cheap supply of the purest water, pumped from the deep gravel beds of the San Luis Rey river—the largest stream in the county.

Oceanside is the market and trading point for the San Luis Rey Valley, where important operations in the line of water and power developments are projected.

One of the attractions of this city are the flower farms, carnations being principally cultivated. These blooms here attain to full magnificence reached nowhere else, and for the past few years have been awarded the prizes at the Los Angeles flower show, the leading exhibit in Southern California, the "flower garden of America".

Four miles to the east of the city, a pleasant drive, is the San Luis Rey Mission, an attraction to the tourist. This ancient monument to the piety and zeal of the fathers is, with one exception, the largest and best-preserved of any of the old missions, and is now being restored on its original lines. Other nearby points worthy of a visit are the Guajome Ranch, the scene of the events depicted in Helen Hunt Jackson's novel "Ramona", Pamoosa Canyon and the Pala Gem Mines, where kunzite and tourmaline are obtained.



FIRST PEPPER TREE PLANTED IN CALIFORNIA AND RUINS OF SAN LUIS REY MISSION, NEAR OCEANSIDE



PINE HILLS LODGE

## OTAY

This splendid territory lies just south of Chula Vista, about twelve miles from the City of San Diego. This and the Chula Vista district constitutes the largest lemon growing region in the United States. All other fruits and vegetables do well, and large quantities of hay and grain are produced on the mesa lands near by.

## PACIFIC BEACH

Eight miles distant from the center of San Diego is located the suburb of Pacific Beach. Its situation and surrounding conditions are perfect from the standpoint of those who wish a home within easy reach of the city, near the ocean and on the bay; who can have all the comforts and conveniences of the city, together with the freedom of country life. It is noted as the home of the San Diego Army and Navy Academy, of which the people of Pacific Beach are justly proud, including, as it does, students from 20 states here being fitted for college, West Point or Annapolis.

## PALOMAR MOUNTAIN

This section is away from the ocean and bay, near to the heart of nature. The distance from San Diego is ninety-four miles, via Oceanside and San Luis Rey valley. The trip is made from Oceanside by automobile or private conveyance. There is hunting during the season, but the principal enjoyment is a home in the mountains and delightful jaunts through the wooded slopes. The scenery is remarkably fine.

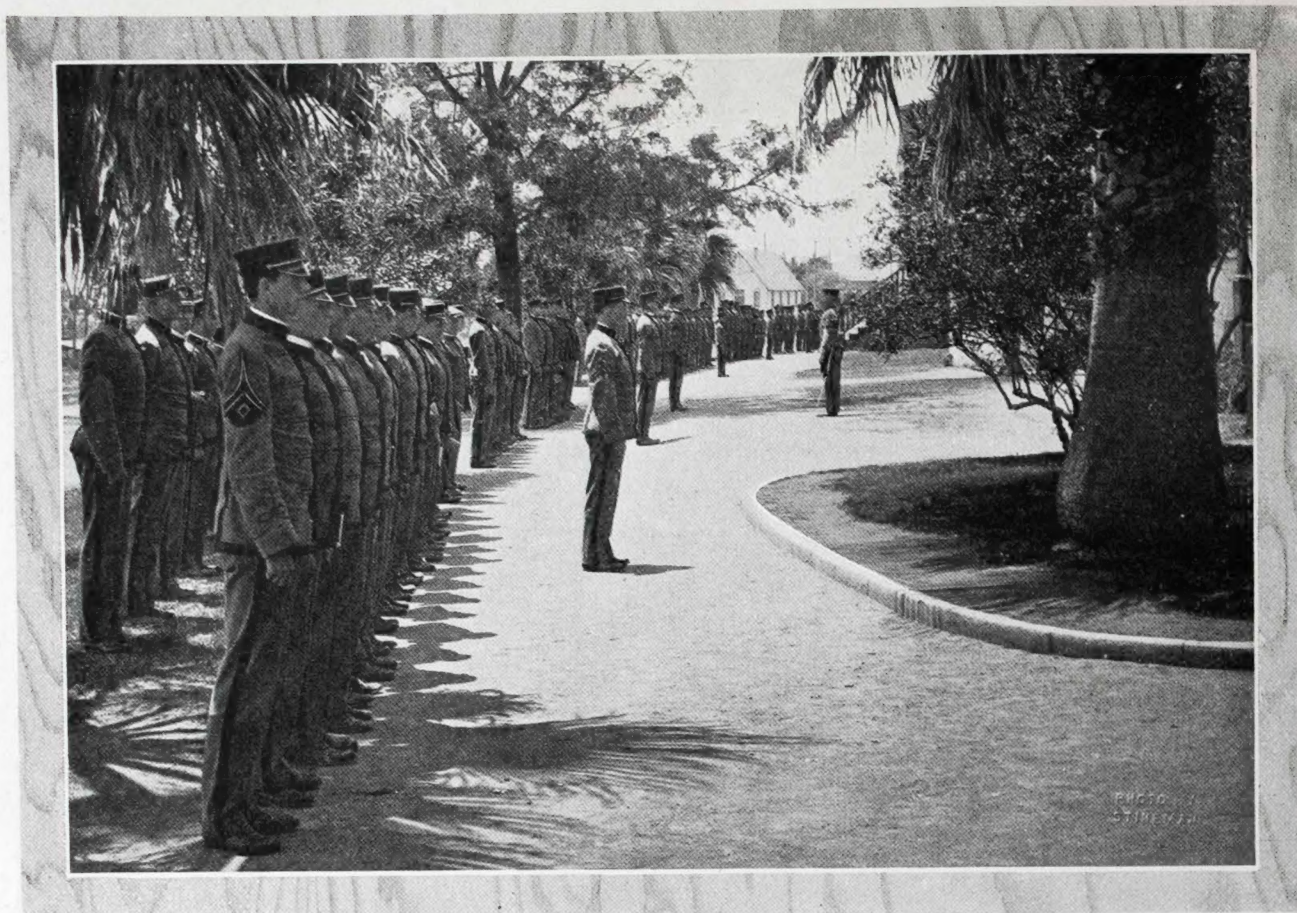
## POINT LOMA

A place worth visiting, and within a few minutes' ride from the business center of San Diego, is Point Loma, the great promontory sheltering San Diego Bay on the west. The road from San Diego is one of the best in the bay region, and affords a succession of delightful views. No better outing can be imagined than a trip to the old lighthouse on the heights above Fort Rosecrans. From the ridge a superb view is obtained of the peninsula of Coronado and the quaintly shaped Coronado Islands—Corpus Christi, with its mummy-like form, attracting instant attention.

Fort Rosecrans, the Government Wireless Station, and the Bennington Monument are but a few minutes' walk from the old lighthouse.

The Theosophists, under the leadership of Katherine Tingley, own many hundreds of acres from the ridge north of the Government Reservation down to the ocean, upon which they have erected a number of buildings of unique and attractive architectural design. One of the purposes of this International Society is to build up on Point Loma an influential educational center.





CADETS AT ARMY AND NAVY ACADEMY, PACIFIC BEACH

## POWAY

About twenty miles northeast of San Diego, and twelve miles by the nearest direct line from the ocean, sheltered and protected by low hills, is situated Poway valley, especially noted for its grapes and cattle. Dairying is also profitable, as the herds have the wide range of surrounding foothills which affords good grazing practically throughout the year.

Nature has solved the water problem for the valley. The main branch of the Penasquitas Creek flows through the south part of the district, while a smaller one from the northeast contributes to the supply materially. Between the two, a never-failing supply is afforded either at or near the surface.

## RAMONA

It is a pretty village located thirty-five miles east of San Diego, at an elevation of 1,500 feet above the sea. From all points of the compass the rolling hills sweep down from the base of the higher mountains and lose their individuality in the broad plain that constitutes the Santa Maria Valley. Ramona has adequate mercantile establishments, hotels, and good educational facilities. While grain-growing, dairying and stock-farming are the leading industries, the orange, lemon, olive and many deciduous fruits are grown in commercial quantities.

Ramona, with her rich soil and sufficient rainfall to insure crops without irrigation, is classed among the favored places in the country for home building. Here good land can be bought at reasonable prices, in a balmy and healthful climate, only thirteen miles from a railroad station, with splendid highway connection.

## SAN MARCOS

Six miles northwest of Escondido, on the line of the Santa Fe Railroad, and in a direct line between Escondido and the blue Pacific, is the valley of San Marcos, another gem in the crown of San Diego County. Although not quite as large as some of the other valleys of the county, it is rich in means and productiveness, growing every variety of fruit and grain known to Southern California.

## SAN PASQUAL

Four miles east of Escondido is this fertile valley, with its green fields, fruit farms and herds of cattle. This valley was made historic by General Kearney and Kit Carson, who, with a force of U. S. cavalry, came from the east early in the morning of December 6, 1846, and found Captain Andres Pico with a force of Mexicans, or, as they were then called, "Californians", camped at the Indian village. Kearney and his troopers charged on the little band, and precipitated the only battle of any moment fought during the Mexican war.



SCENES AT WARNER'S SPRINGS

## SAN YSIDRO

(Little Landers Colony)

This interesting Colony is located at San Ysidro, on the San Diego & South Eastern Railroad, twelve miles south of San Diego. The plan of the colony is to provide social and intellectual advantages in connection with life on the soil, the practice of intensive farming and co-operative buying and marketing; making town life possible for the tiller of the land. The enterprise is owned and operated by the members, and all profits from land sales are used for public developments, which, including the making of streets and planting of shade trees, etc., are being accomplished without local taxation. The colony is attracting a great deal of attention. It aims to provide a way for the many people of moderate means who wish to live in the open in California. The colony is fortunate in being located in that part of the country having the best climate in the world, with its fertile soil and with an adequate water supply, owned by the district. Most of the original holdings are sold, but additional land is being acquired and there are still locations to be had in the center of the village. Each landholder has his land in fee simple, and, except as he chooses, is as independent as in any other town.

## WARNER'S HOT SPRINGS

These springs are located sixty-seven miles northeast of San Diego, necessitating a stage ride of thirty-three miles from Foster, the terminus of the San Diego & South Eastern Railway. Automobiles also run to the resort. The waters are pronounced by many to have wonderful curative properties. The altitude is 3,300 feet. There are hotel accommodations, and many avail themselves of a sojourn to receive the benefit of the waters or to take advantage of the hunting and other sports and pastimes afforded.

## WITCH CREEK

Witch Creek is one of the attractive resorts of the county, fifty miles northeast of San Diego. Altitude 2,750 feet.

## THE WILLOWS

Mountain resort, thirty-five miles east of San Diego, between Alpine and Las Viejas. Elevation, 2,425 feet.



# THE SAN DIEGO EXPOSITION



1915—ALL THE YEAR—1915



THE international exposition, which is to be held in San Diego during the entire year of 1915, had been carried so far by the close of 1913 that it was not only made apparent to visitors to the site in Balboa Park that the exposition would be completely built and fully prepared for the opening of its gates on January 1, 1915, but exposition officials made positive announcement on November 1st, 1913, that the work was six weeks ahead of the schedule prepared at that time, and that not only would all the buildings be finished by August, 1914, but the major portion of the exhibits would be installed by then, and all of the spectacular features and amusement concessions be completed and ready for operation.

Work on this unique exposition was begun as early as September, 1910. A division of work was organized at that time, and a site, comprising six hundred and fifteen acres of ground in Balboa park was soon thereafter selected and laid out on paper. Balboa park lies in the very heart of the City of San Diego, a magnificent tract of fourteen hundred acres of rolling ground, broken here and there by deep canyons, and at its greatest height rising three hundred feet above the surface of the Bay of San Diego and the city's waterfront. From the canyons that almost surround it, the hillsides slope gradually up to the level mesa that crowns it, and here the site was chosen for San Diego's great exposition, to celebrate the opening of the Panama Canal in the first port of call on United States soil north of the new waterway.

In thus celebrating the greatest physical achievement of man, San Diego chose to adopt a plan for her exposition that is not only unique, but affords the opportunity to put by the side of its marvelous spectacles, and in its wondrously beautiful setting, such an exploitation of the possibilities and opportunities of the various sections of the Pacific coast, from Alaska to Peru, as will set the whole world to wondering.

As the theme for a great exposition it was decided that the progress man has made in all of his various lines of endeavor, since primeval times down to 1915, would best serve the purposes of the San Diego exposition, and, in so far as it may be found possible, the idea of showing this progress is being carried out. Man, himself, is shown in the ethnological and archaeological sections, exhibits for which are being secured through the Smithsonian Institution, the National Museum, and the Archaeological Institute of America. The works of man are to be shown in all of the great exhibit buildings of the main group, twelve in number, and they are to be shown in such manner as to make these exhibits intensely educational as well as attractive.

Thus is the heart of the San Diego exposition, around which its spectacular features are to be grouped, planned and formed. Man, and his works on earth, the theme—everything leading to that. But along with this, and no less a part of the exposition, is to be the wonderful exposition of opportunity. It is not enough to show the progress man has made up to now, the exposition officials say; they want to show what he can and will do in the years to come. And so the opportunities that lie under the hand of man will be demonstrated, too.



# THE SAN DIEGO EXPOSITION



1915 • PANAMA CALIFORNIA EXPOSITION • 1915



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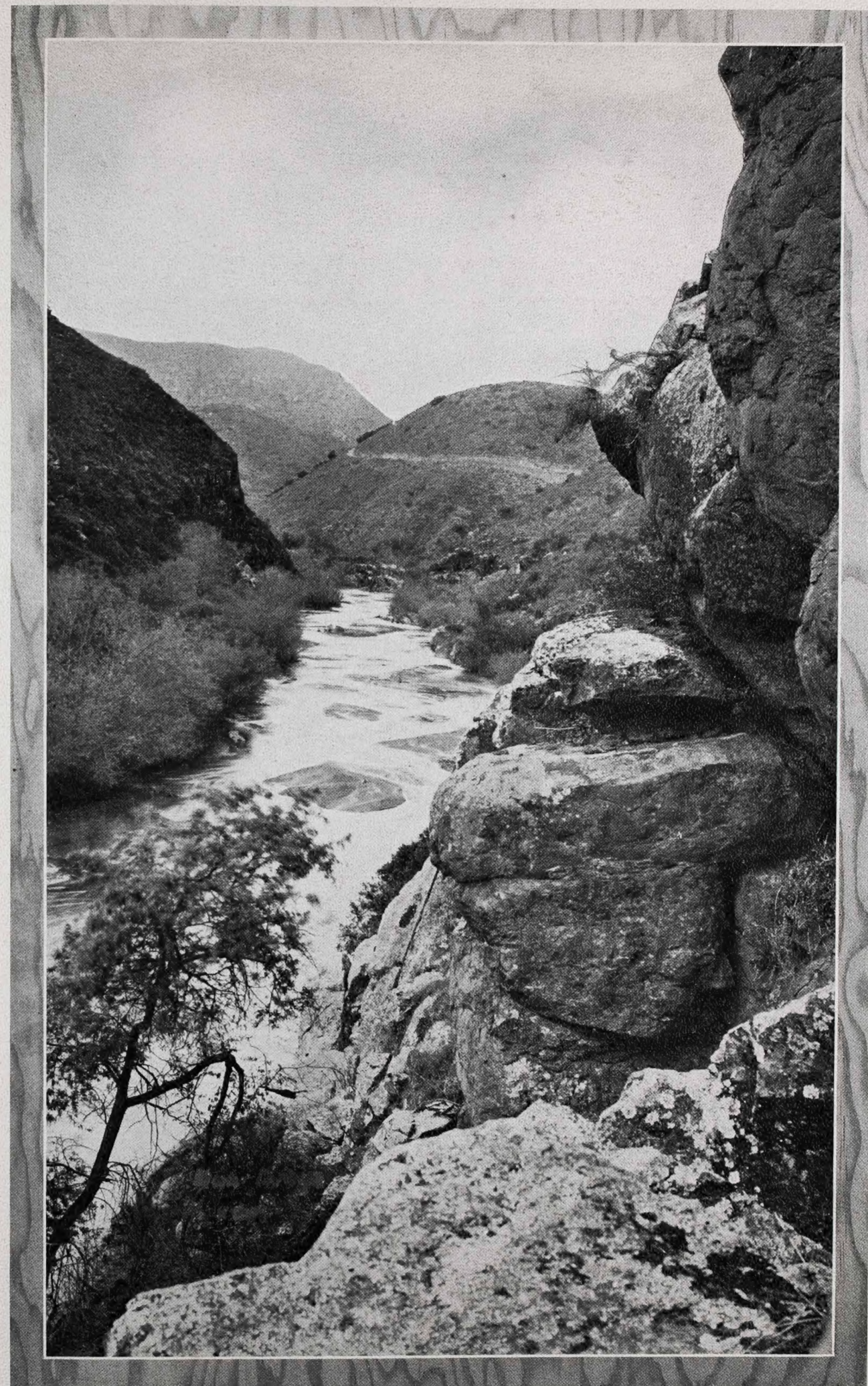
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SAN DIEGO RIVER GORGE



